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FEBRUARY, 1913

# ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Published by THE RAE COMPANY. Publication Office, Brattleboro, Vermont

New York Office, 17 Madison Avenue



NIAGARA  
HOTEL  
CAFE

NIAGARA  
HOTEL  
CAFE

TWO FEDERAL SIGNS FOR  
HOTEL NIAGARA PEORIA, ILL.

## Look at it from Both Sides

Design and Construction. Central Stations and Customers  
Find **FEDERAL** Signs the most Satisfactory Investment

## Federal Sign System (Electric)

NEW YORK

LAKE & DESPLAINES STS.  
CHICAGO

SAN FRANCISCO



## The Triangle at Work

Last month I explained some inside facts of our business and told of the interdependence of reader, advertiser and publisher—how they must work together, all for each and each for all, to produce a worth-while magazine.

Next month we will give a concrete example of just how The Triangle works, and show just how valuable this sort of three-cornered co-operation can become.

For in March we begin the publication of the ELECTRIC MOTOR CAR DATA SHEETS, containing intensely interesting and useful sales and technical information on electric vehicles, boiled down to data page form, ready to put into your regular "dope book."

Nothing like these data sheets has ever been published by any electrical magazine. They *never* could be published without the cordial co-operation of the advertisers. But though we have enough co-operation from our advertisers to *start* this valuable feature, it is going to take the *continued* co-operation of the readers to keep them going.

Your part of this co-operation, Mr. Reader, is to **Answer the Advertisements.**

If you will do this—if you will simply let the advertisers know that it is *your business* to be interested in any proposition that means increased sales of current and appliances, you will be doing your part and will enable us to give you, each month, a better magazine than that of the month before. Don't put it off. Don't say "What's the use?" but

**Answer the Ads in This Issue.**

Fiona B. Rae, Jr.

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**ELECTRICAL MERCHANDISE.**  
"SELLING ELECTRICITY"

VOLUME XII FEBRUARY, 1913 NUMBER 2

**CONTENTS**

A Story of Successful Appliance Merchandising. <i>H. Clay Baker, the Merchant</i>	31
Electricity Versus Porterhouse Steak	34
The Contractor's Costs	34
Brooklyn Reports Big Gains	34
Advertising Electric Service <i>Frank B. Rae, Jr.</i>	35
Central Station Paternalism <i>S. F. Melcher</i>	37
Progress in Textile Mill Lighting	38
Office Work Done By Electricity	38
Mortgaging Their Immortal Souls. <i>Earl E. Whitehorne</i>	39
A Christmas Sale of 5,823 Appliances	43
Annual Meeting of Wisconsin Electrical Association	48
Cleveland Contractors Advertise	49
"Blue Grass" Farmers Wiring Up	50
Union Company Discontinues Sale of Electric Vehicles	50
Larney As A Life Saver	51
Society for Electrical Development Takes Shape	52
New Type of Flasher	53
The Century Sign	53
Barton Trap Solves The Problem	54
Electric-Driven Wood Saw	54
"Electric Service" A Useful Monthly for Central Stations	55
Pocket Hand Book on Illumination	55
Accidents from Poor Shop Lighting	55
New Booklet on Illuminating Glassware	56
Editorial:	
The Menace of Gas	47
Pulmotor Heroism	47
A Letter With a Message	47
Dollar Ideas:	
Percolator Pump Drew the Crowd. <i>A. W. Young</i>	34
Electric Toaster To Heat the Bath. <i>E. D. O'Dea</i>	38
Educational Advertising on Blotters. <i>George W. Allen</i>	48

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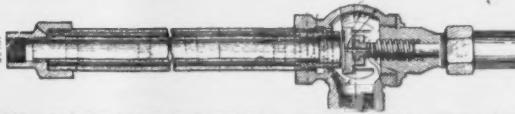
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**INCREASED PROFIT FROM STEAM HEATING**

Central Stations operating steam heating plants can improve their service and increase their profits by installing the

**BARTON EXPANSION AUTOMATIC STEAM TRAP**

It saves steam. It keeps the coils always at maximum temperature. It operates automatically and invariably, without regard to the temperature to which it is exposed, and under high pressure, low pressure or vacuum. Brief booklet tells the story. Write for it.

**Automatic Steam Trap & Specialty Company** Harper and Hastings Ave., Detroit, Mich.

for **8 $\frac{1}{3}$ c** (\$1.00 per year)

**THIS IS WHAT YOU GET**

THE RAE COMPANY



**"American Beauty" Electric Iron**  
The Best  
By Ironing Board Test

**GUARANTEED FOR ALL TIME**

American Electrical Heater Company

1335 WOODWARD AVE.  
DETROIT, MICHIGAN, U.S.A.  
OLDEST AND LARGEST MAKERS



**When You Stock**

**Sterling Lamps**

**Sterling Quality Lamps**

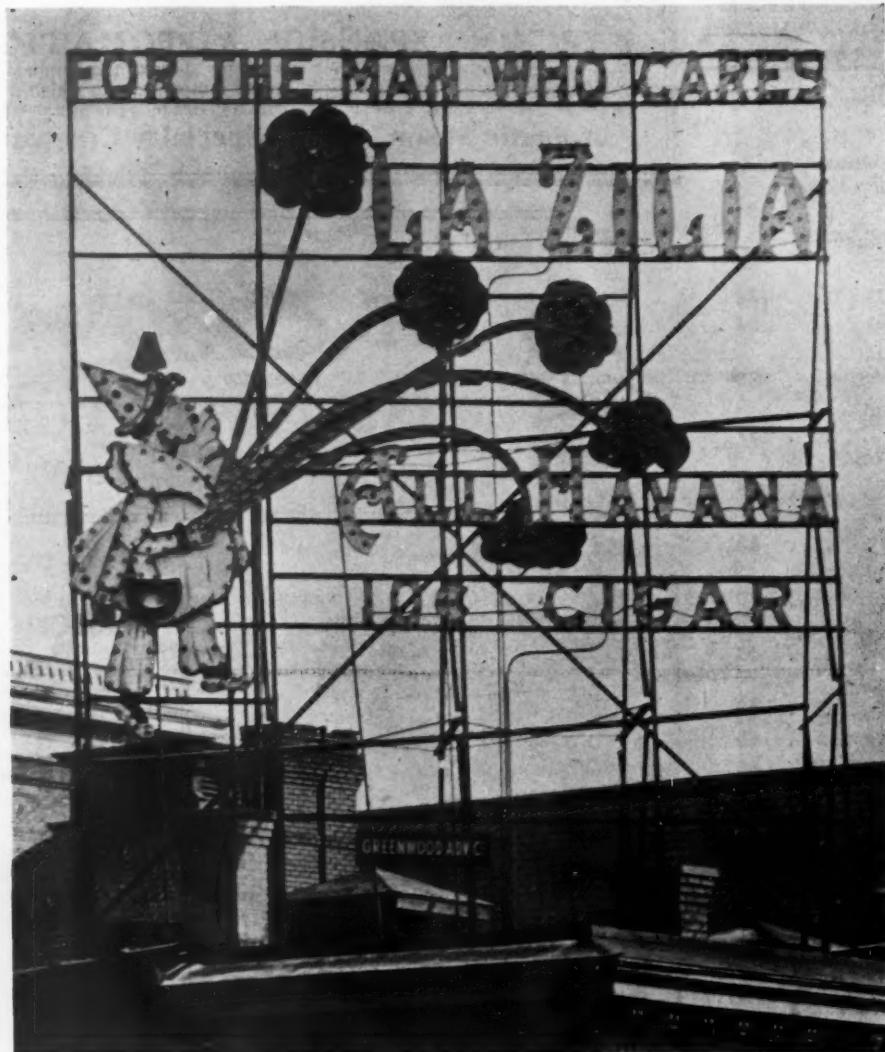
—you carry a lamp for which most perfect methods of manufacturing, salesmanship and service have built up a real demand.

Not only that, but we offer to the distributor a cooperative plan that practically guarantees a profitable business from the start.

Sterling Lamps positively will not gather dust on your shelves!

**Write Now.**

**Sterling Electric Lamp Works**  
of  
General Electric Company  
Warren, Ohio



Another Greenwood Sign

*Individuality*

is written all over it.

Just erected in Springfield, Illinois, for Messrs. Ogg & Snell, manufacturers of the "La Zilia" cigar. The entertainment is so compelling and distinctive that even "he who runs" must pause the few seconds necessary to see it work out.

The clown reaches into his pocket five different times, each time tossing a ball towards the different letters which light up after burst finishes. wording all holds until story is told, then operation repeats.

Electric signs like this are a credit to YOUR city and YOUR central station.

If you are not already buying our signs, give us one opportunity at your business and we can tell you what the result will be.

Our Los Angeles factory is now turning out signs just like the ones we build in Knoxville. (They all bear the Underwriters' Laboratories' Label of Approval.)

Have you our new Bulletin?

## Greenwood Advertising Company Knoxville, Tenn.

Largest manufacturers of *Individual* electric signs in the Country

# ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Edited by FRANK B. RAE, Jr.

EARL E. WHITEHORNE, Managing Editor

## A Story of Successful Appliance Merchandising

*The Methods and Policies of "The Electric Shop" in Cleveland—A Case of Simple Merchandising.*

By H. CLAY BAKER, the Merchant

[It is hard for the central station man to put his two feet squarely into the old shoes of the experienced retail merchant and feel comfortable. He looks at the market for electric current from the manufacturer's standpoint, involuntarily, and though he is gradually coming to a realization of the opportunity that beckons to the retail electric store, still he has not yet acquired the subtle senses of the instinctive merchandising expert. His appliance salesroom is more apt to be the expression of his personal theories, than an adaption of the perfected profession of storekeeping.

Here is an article by a man who has built up an electric appliance store business, patterned step by step after the way the department store man does things. He has spent his available time watching the big stores and the people in them—applying the ideas that offered profit. Every paragraph of this story is full of meat—facts, details, experience and suggestions that you can use to your own advantage, if you will. Mr. Baker offers you the benefit of his work. It is a goodly gift.—Editor.]



INTEREST in the growing market for electric household appliances is increasing so rapidly among electrical men, and so many electric light companies are taking up the sale of these devices, and aiding in the establishment of electric stores, that I believe the details of my own experience in Cleveland will be of value. My present "Electric Shop" has been established here for a little over a year and has developed most profitably. The location could not be much better, for the store is in a prominent building at No. 1268 Euclid Avenue, almost opposite the new Hotel Statler. It is most convenient to the class of Cleveland people whom I want to reach.

I believe that the one thing which has contributed more largely to my success than all others combined, is the fact that I entered this business with no preconceived prejudices in favor of doing things in the manner that has been followed by electrical concerns in the past. The business has been conducted as far as possible according to methods that have proved successful in the older established lines of trade, catering to the wants of women.

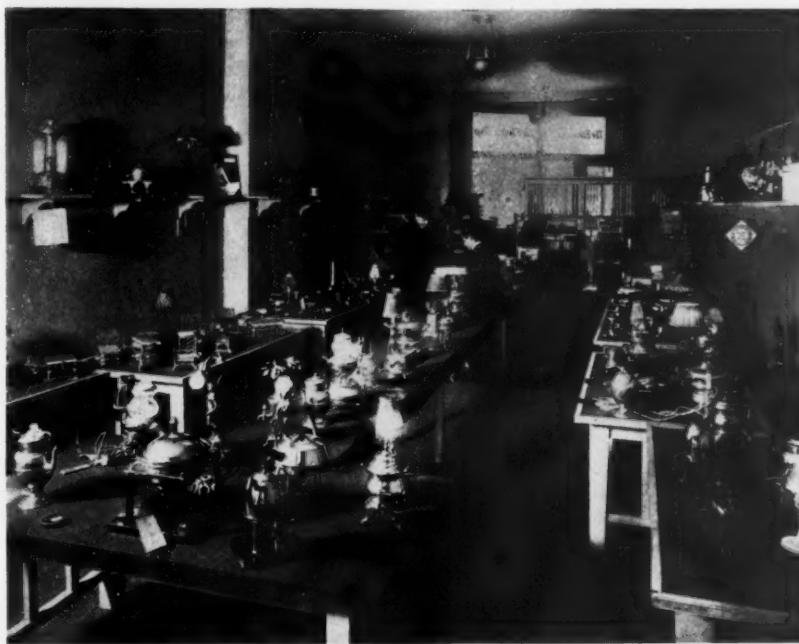
The store was planned in such a manner as to make it most effective from a selling standpoint, and here again, we followed the practice of merchandisers in other trades, arranging our displays so that every device might be demonstrated on the table where shown and so that a woman in quest of our wares would have the opportunity of handling and examining every device. Also the system of arrangement is such as to permit our bringing to the notice of the prospective customer, appliances other than the one she intended to purchase, if it seems desirous to do so.

For example, the irons and toasters are placed back in the store far enough so that

prospective customers when contemplating the purchase of one of these more popular devices must of necessity pass a number of interesting but less known appliances before they come to the tables on which irons and toasters are displayed. This plan is varied in case of special offerings, advertised either through the newspapers or in our monthly house organ, by featuring the special sale, through placing it well forward in the store and using a display card which connects the display with the advertised offering. I believe this plan to be far better than the use of glass show cases or any other fixture which makes the goods inaccessible to the inspection of customers, both because the customer

desires to examine the goods closely and because it makes it less difficult to make frequent changes of display.

I do not believe in counter show cases for an electric store, or wall cases with glass fronts, or even shelves behind counters. I have come to this decision purely as a result of a close study of the methods of successful department stores and what I have seen myself in my own business. In any modern department store you find that the popular goods, and all the special sales are displayed on low handy tables. Shelves behind the counters are simply utilized for necessary reserve stock. All the goods that can be arranged on top of counters and tables are



*This picture of the Cleveland "Electric Shop" shows the effect of the display tables. Note there are no price cards.*

there to be handled and inspected. Goods in glass cases are simply for additional display for which there is no room on top; also it utilizes every opportunity for suggestions. But through generations of merchandising this principle has evolved, and every popular department recognizes and utilizes it.

When I have an afternoon free, it has been my custom to spend it in some other

words, the devices are being so constantly improved now-a-days that we find the fact that a woman has purchased a percolator or some other device which is still operating, does not preclude a subsequent sale of a later type of the same device.

6. Department stores always handle complete equipment for all devices they sell.—When we sell washing machines, we follow up the sale to interest the prospect in a mangle. When we sell disc stoves, we attempt to interest the purchaser in a percolator or a chafing dish to go with it. When we sell a range, we endeavor to interest the customer later in a steam cooker, a fireless cooker kettle, or some other device for use upon the range. We have found a considerable amount of success in doing this, it being less difficult to sell a satisfied customer than to create a new one.

7. Department stores make their advertising, their window displays and their sales co-ordinate.—We use our windows to sell goods, featuring the same thing in the window that we are featuring in the newspapers and in other advertising, and we find the windows the most effective publicity medium available. We find that the results obtained from our show windows, proportionate to cost of making the display, are greater than those obtained from any other medium.

As you will note in the photograph of the store, we display a very large number of different makes of irons. This is done in order to impress the customer with the fact that we have examined and tested almost all the various makes and recommend those that in our judgment are the best. Almost without exception we can sell the iron or other device that we desire to have the customer purchase. As a matter of fact some of the irons on display have been on the tables ever since we started in business and we hold but one duplicate of the displayed iron in stock, in case of the contingency of a customer actually insisting upon purchasing the one we would prefer not to sell.

We have found it good policy to carefully explain to our customers in minute detail the uses of the devices we display and our

She doesn't understand how it works and is afraid it will get out of order.

We present a guarantee certificate with every appliance sold and utilize the certificates to get names for our mailing list, by making a carbon copy of every guarantee. It does the work. People think so well of it that they often come here to purchase a device which they could obtain nearer home, simply because they want the guarantee certificate.

There has been much discussion among electrical salesmen over the value or disadvantage of price cards on display tables or in window displays. I do not favor them, excepting in the event of special sales. I believe the ordinary purchaser thinks the prices of electrical devices prohibitive until their many conveniences and economies are explained to them. My experience here in Cleveland has satisfied me that it is better to leave the matter of price to be explained and justified by the salesmen.

We frequently run special sales and in doing so we make it a practice to offer well-known articles and not dead stock, which it is difficult to get rid of. Our object in doing this is the same as that of every other merchant, to convince the public that this is the place where they can secure excellent values and the latest novelties. The sales are absolutely bonafide and are continued only during the advertised period. We find special sales of a well known make of irons or toasters among the most profitable.

We have found a demand for artistic chafing dishes and percolators that would have the advantage of being sufficiently distinctive, as to preclude the purchaser finding one almost identical in the house of her neighbor. In order to cater to this desire for individuality, we therefore have combined electrical elements with various artistic alcohol percolators and chafing dishes obtained in the market. We have taken handsome glass shades and reflectors and equipped them with inexpensive standards to make little desk or boudoir lamps. These sales of portables, however, have not worked out as well as many of our other sales.

We discover many electrical wants



The front of the "Electric Shop," showing how spacious windows have been secured.

prosperous store studying their methods, the reason behind them and the effect. I have discovered a number of things that have contributed materially to the success of my Electric Shop. For example:

1. All women—and men too—want to handle the thing they purchase. It is natural and proper that they should.—We display all our offerings on low, convenient tables where every device may be examined and demonstrated. These tables invite you to pick up the device. If the device is fragile or likely to be injured by coming apart, we place beside it a courteous warning. We have suffered no loss nor inconvenience through goods being handled.

2. When a woman goes to a department store for a spool of thread, she is probably in the best frame of mind to become interested in a sewing basket, or a sewing table, or a sewing machine.—When a woman comes in our store to buy a lamp or some other small article, we make it a point to explain the economy or convenience of some device to use in the same room or for the same sort of service.

3. Department Stores often advertise the thing they do not wish to sell, in order to sell the thing they make a profit on.—We have adopted this method with a considerable amount of success. This may sound unfair but we do not deem it so, for we do not sell the customer "something just as good," but something better. For instance, we may advertise an iron for \$2.00 when our real object is to sell a \$5.00 iron and we are usually able to do a purely quality basis.

4. Department stores purchase certain lines of merchandise to run as specials.—We have adopted this plan. We purchase certain merchandise to use as leaders to bring the people in the store. It may be an expensive desk light, or a flash light device or an artistic shade but it makes a good "drawing card."

5. Department stores create styles.—So do we. Styles change in electrical merchandise as well as in dress goods; in other



An Electric Shop display recently exhibited in the window of the Cleveland Electric Illuminating Company

reason for recommending one in preference to another. We find that these details interest the purchaser, make her appreciate the appliance and its limitations, and lead to better satisfaction and more business.

We guarantee every device we sell and feature this fact in our advertising. We find that it is of great benefit to us owing to the very natural prejudice that the average purchaser has against this class of material.

through our customers. The other day, for instance, one of our regular patrons in looking over our foot warmers, asked "Can this be used in an auto?" We informed her that the voltage was not correct. In reconsidering the matter after the customer had left the store, it occurred to me that the voltage of the electric vehicle—approximately 80 volts—was sufficient to thoroughly heat the small space necessary. I

experimented in a car and found that I was correct in this notion and after making a few further tests to be sure I was right, we advertised and sold during "Auto Show Week" a large number of these warmers at considerably above normal profit. It was a specialty and a novelty as an "Automobile Foot Warmer" and as such, brought the price. There have been a number of similar developments.

We feel that we have been successful in our advertising expenditures, for though

upon what Mrs. Jones then says. We have not yet had an opportunity to find out to what extent housekeepers are responding to this solicitation but find that they rather enjoy chatting over the phone; the larger percentage of them in replying to the young lady state that they will pay this shop a visit in the near future. We make a record of all replies and hope to have some very interesting data on the subject in the next sixty or ninety days.

In the course of our newspaper adver-

must be able to earn \$100.00 a month or better at the work, if their employment is to continue. They are given to understand this in the beginning and it means that they must sell at least six washing machines or their equivalent each month. They have averaged considerably better.

In order to be assured that everybody in the selling organization is entirely familiar with the details of each device, we conduct semi-monthly sales meetings at which the various members of the organization alternately assume the position of buyer and seller in transactions characteristic of those met in the daily routine of our business. We believe that our sales meetings produce results. The evidence to this effect is that the sales of any particular device that we discuss at these meetings immediately increase. For instance, after a recent sales meeting relative to a certain make of iron, fifty per cent of the irons sold the succeeding month were of this brand.

We have found especially in selling larger devices like washing machines and ranges, that it pays to make occasional inspections, at which time the inspector gains whatever information he can as to friends of the customer who might be interested in these devices. These names make very fruitful lists for our salesmen to work upon. We secure our prospects for the larger devices in many ways, some from manufacturers, many from demonstrations that we hold at church fairs and household exhibitions, many from window displays in our store and displays that we occasionally are invited to exhibit in the windows of the local central station, the Cleveland Electric Illuminating Company.

We are extremists in the matter of service. If a woman telephones for a carbon lamp, we gladly deliver it to her home, although the cost of delivering, which we

the direct, traceable returns possible from publicity of this nature are naturally few in comparison with the sales it influences and effects without our knowledge, still the business has grown steadily in response to our efforts. We have used the newspapers consistently in modest space and have sent out much direct-by-mail advertising. We publish a little house organ, "The Live Wire" and have worked up other folders, Christmas lists and the like. We secured our list from two of the largest department stores in this city and called up the names in order to find out whether they had current in their homes; we addressed the woman.

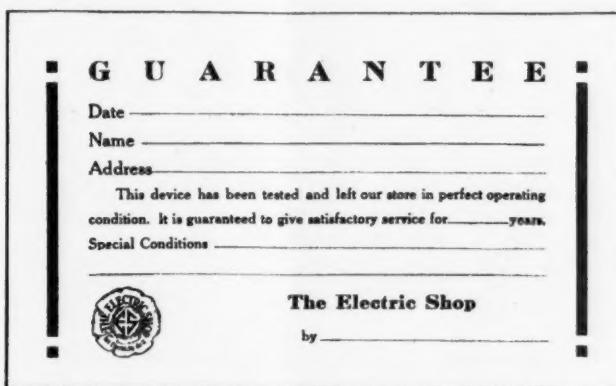
Among the many methods of advertising that we have used, we have been specially well pleased with the results which have accrued from the distribution of our house organ. It has developed for us something, which we very much desired, a "telephone trade." The direct returns from the house organ were very excellent. We made a point to make a record of the sales of the "telephone specials" offered in *The Live Wire*. These specials were open only to those who called for them over the telephone, and during the month of July, for instance, this resulted in forty-five telephone orders. We have a card index of the names of the recipients of *The Live Wire* and we compare this monthly with our sales record and have discovered that up to the present we have sold something like 19 per cent of this mailing list. We consider this very excellent returns.

We are now experimenting with using the telephone as an advertising medium, and from present indications we anticipate large results for the time spent in this manner. We call up a list of names about 10 o'clock in the morning, and again in the evening another list. We have not made this a selective list but have simply called each name as it appears in the telephone book.

Our method of approach is something like this:—We say, "Mrs. Jones, this is Miss Dawley, in charge of the telephone department at the Electric Shop. If you are not too busy, I would appreciate having the opportunity of telling you about our store, especially if you have not had the opportunity of visiting us."

The rest of the approach depends entirely

tising we have found it very profitable to give the newspapers interesting information which is published as news items. Securing write-ups from newspapers is one of my "specialties." I find the newspapers are glad to give us write-ups providing the subject matter is such as to make good copy. I have taken pains to become friendly with the editors of the woman's pages of our newspapers and simplify their work by giving them copy ready for publication.



A guarantee certificate used by the "Electric Shop". It secures names for the mailing list and at the same time attracts many sales.



Three pages from the house organ of the "Electric Shop". Note the "telephone specials" offering.

We have found that the larger devices, such as washing machines, ranges, and sewing machine motors, must be brought to the attention of the customer by personal solicitation. Our solicitors are paid on a combination salary and commission plan and are producing very excellent results in the sale of this class of devices. We find that many of these larger devices must be sold on a part payment basis and we have devised a very simple form for this purpose. The salesmen who are working for me

estimate at 12 cents, is greatly in excess to our profit. We charge the loss to advertising and consider it among the best of our advertising investments, for we have contended and proven that such service will bring that woman back to our store when she contemplates the purchase of a vacuum cleaner or any other large device.

We do not sell supplies. We do not enter the contracting field. We specialize in our own work and believe that this specialization has paid. We are merchants and

storekeepers and our merchandise is restricted to electric household appliances. We concentrate all our thought and energy on this one problem.

We have endeavored in every way to keep the store informal in tone and attractive and inviting in appearance. I am now collecting a series of very interesting large pictures of appliances in use, which will be hung on the wall, and add a further touch.

Our tables and wall shelves assist materially. They are simple and in good

restaurants) and the electrical cooking appliances are pretty good consumers of current after all, while certain obstinate creatures would cry, "Dyspepsia go hang," and adhere to their comparatively indigestible porterhouse steak. But here is the quotation:

"That an electrical current of 1,000 volts is equal in food value to a porterhouse steak with potato chips is the opinion of Professor Bergonie, a Bordeaux scientist. Professor Bergonie announced his theory early in the Fall. Since then he has been carrying out experiments

CLEVELAND, OHIO		
191		
I have received _____	No. _____	for which I am paying
as first payment receipt hereby acknowledged.		
Other payments are due as follows:		
\$ _____	\$ _____	\$ _____
\$ _____	\$ _____	\$ _____
\$ _____	\$ _____	\$ _____
\$ _____	\$ _____	\$ _____
The article herein described remains the property of The Electric Shop until all payments are made.		
THE ELECTRIC SHOP	NAME _____	
By _____	ADDRESS _____	

*This is the easy payment form used by the "Electric Shop" in Cleveland.*

taste. When demonstrating a device, I often sit easily on the corner of a table and hold the device in my hands and I find that as a rule it is possible to have an informal chat over the stove and its interesting contents that realizes many a sale unexpected to the customer.

I consider that the success of an electric store depends before all on following the successful methods of the department store, keeping the displays handy for examination and demonstration, maintaining good service in selling, deliveries and inspection and keeping in touch with the public through informal advertising. It has proved successful in Cleveland. It will do as much in any other modern city.

#### Electricity Versus Porterhouse Steak

In the following quotation from the *American Gas & Electric Co.'s Bulletin*, is stated the opinion of Professor Bergonie, a Bordeaux scientist, that an electrical current of 1,000 volts is equal in food value to a porterhouse steak with potato chips. In view of the relatively high cost of meat and the relatively low cost of electricity, this doubtless will be welcome news to the heads of many families.

Again, consider the inestimable value of the future electric meal to the business man, who knows to his cost that his noonday meal, hastily bolted contrary to all physiological laws, diminishes rather than replete his capital of working energy. But now, if the new idea only works out, he can, at the stroke of 12 m., bolt his lunch of 1,000 volts, and return to his work charged with the energy equivalent of a porterhouse steak, and yet be wholly free from the after tortures of a hastily-bolted meal of mere food.

We could go on multiplying examples of the boon of this new predigested, vitalizing food to our nationally dyspeptic race, but it seems advisable to leave it to the central stations themselves to work out commercial possibilities in this latest mode of current consumption. However, if they put Professor Bergonie's suggestion to practical test, the central stations must not forget that the dispensaries of mere food (the

ments which fully bear out the theory that food can be replaced by electricity.

"In a communication to the Academy of Science, Professor Bergonie says that diathermy, the method of applying a current of low tension and high frequency, may partly supplant food by furnishing the body with a great quantity of heat, and saving the digestive organs from overwork. This current traverses the body without provoking the least pain; and given with an intensity of from two to three amperes, and at a voltage of from 1,000 to 2,500 furnishes about 1,000 calories an hour—more than one-third of the heat supplied by one's daily food.

"A man of average height, but unusually light in weight, was treated by Professor Bergonie. He used to eat a good deal of meat, but had hardly strength to walk, and always felt very cold. The Professor gave the patient a course of diathermy, and after a series of electric applications lasting forty minutes each, during which time he absorbed 1,700 calories, his weight increased considerably. Now he eats less and has more energy."

#### The Contractor's Costs

More and more the realization is being forced on electrical contractors, that in order to derive the greatest benefit from their business they must apply to it the methods that have brought success to men in other lines. A paper recently delivered before the Convention of Oregon Electrical Contractors Association by Mr. P. L. Procter, manager of the Pacific Audit Company on "Costs and Efficiency," is pregnant with meaning. After preliminary discussion of his subject, he gives nine clear reasons why a cost system is essential to contractors—

- (1)—Where external conditions permit you will be able to adjust bidding price on the basis of costs.
- (2)—It automatically locates weak places and points out excessive cost.
- (3)—It furnishes a basis of comparing costs of various elements at different periods of time, indicating excessive increase of cost or decrease in output.
- (4)—Shows the exact point where attention should be focused.
- (5)—Where external conditions fix estimates you will know exact cost of production and be able to secure advantageous contracts which may otherwise go to a competitor.
- (6)—It determines the earning capacity of individuals, departments, branches or entire organizations.
- (7)—It indicates the expediency of underbidding any competitor.
- (8)—It furnishes a basis of protection from undue expense or loss from any source.
- (9)—It shows how and when to reduce unnecessary fixed charges, such as time, material, men, records, interruptions, overtime, handling, etc.

#### Brooklyn Reports Big Gains

The report of business done by the Edison Electric Company of Brooklyn for the year 1912 teems with prosperity. It gives rise to all the more pleasant reflections, since it probably only echoes the healthy gain in central station business in the country at large. This is the report, as submitted by Mr. T. I. Jones, General Sales Agent of the company:

"The year 1912 has been one of marked development in the central station field in Brooklyn. The reductions which have been made in the rates for electric current, together with the reduced prices now charged for tungsten lamps have been the means of widely extending the use of electric light into new fields. As a result of the cheapness of electric lighting under our present schedules, the difficult problem of inducing owners of un-wired residences to wire their property has been overcome and this class of our business has shown very satisfactory progress.

"Particularly gratifying in our Brooklyn field has been the wide application of our service to the needs of industrial power. One hundred thirty-one plants have been replaced by Edison service in Brooklyn during the past year and large additions made to our existing power customers. As an indication of the growth in the central station business in our section of the country, it may be noted that during the year 1912 the sales force of our organization wrote new business amounting to 991,000 50-watt units representing an estimated annual income of \$1,700,000.00.

"So great has been the application of central station service to commercial and industrial uses, that we look to even a greater growth during the year 1913.

"It is of interest to note that the gross income written by our company during 1912 alone is equal to that obtained throughout the first 12 years of the company's history, and that our connected load January 1, 1913, is double that which it was scarcely 5 years ago. Our output for the year 1912 averaging over 20 per cent over the year 1911."

#### Newspapers Tie To Central Service

Central station service has scored again, this time in connection with the erection of a new home in Louisville, Kentucky, for the famous papers of Colonel Henry Watterson, the *Courier-Journal* and *Times*. In the former quarters of these papers, electricity for lighting and motors was produced by their own generators. However, when the matter of equipping the new building was under discussion, it was decided to rely chiefly on central station service, while retaining connections with the plant in the old building for emergency purposes only. That the central station service, in this case, will mean better service both from the standpoint of economy and efficiency, was not hard to demonstrate.

#### Weare Parsons

Weare Parsons has been elected treasurer and general manager of the Springfield (Ohio) Light, Heat & Power Company, which was recently reorganized.



#### Percolator Pump Drew the Crowd

From A. W. YOUNG  
Manager Business Department Public Service Electric Company, Camden, N. J.

Recently, we devised a way to stimulate news interest in coffee percolators from a new angle. The results certainly justified our tryout of the plan. We placed an electric percolator in our show window, removed the top, and placed a round glass globe over the percolator. The steady action of the pump with its spouting spray shortly drew a crowd, while incidentally it illustrated the operation of the percolator. Thus our main object, to demonstrate the appliance, was accomplished.

## Advertising Electric Service

*A Series of Articles on the Practical Application of Advertising to Selling Electric Current and Appliances*

### The Fourth Little Lesson: Manufacturers' Printed Matter

BY FRANK B. RAE, JR.

[Some central station men think that to use manufacturers' printed matter is beneath their dignity. They believe in advertising—oh, yes. But it is not fitting in their opinion that a public utility corporation should send out any message not hatched in its own incubator.

Other central station men take the attitude that because it is costless they can't have too much of it. So they invite every manufacturer who has ever seen or dreamed of an order from them, to furnish them with all their varieties of advertising matter suitable for distribution to the public. And when it comes they feed it out—from one to six varieties with every bill. Which is the best—the sickly, amateur kind or the overdose of the take-it-because-it's-cheap kind?

In this article, Mr. Rae talks about this manufacturers' advertising material that is offered so liberally in co-operation. And where and why it should be utilized instead of the home-grown kind, that has no other virtue.—Editor.]



O see what the fellows are wearing before you buy your new spring suit, you take a turn up the avenue, or you send for Hart, Schaffner and Marx's latest style book. Before you buy that new motor car, you hike to the Auto Show to look over the latest gasp in boudoir bodies, atmospheric transmission and left-hand mental control—or you write for all the catalogs. In neither case do you attempt to design either your car or clothes along wholly original lines. It does not occur to you that the barometric idiosyncrasies of Podunk require clothes of special design, or that the unquieties of road and grade over which you expect to drive your car are controlling factors in its construction.

Yet when the subject of advertising comes up, nine men out of ten spring that old wheeze, "My conditions are different," and straightway endeavor—generally without success—to devise advertising utterly unique and unparalleled to meet these "different" conditions.

Now it is fortunately true that conditions differ in every town and city. Neither Nature nor man has as yet been able to standardize processes to a point of absolute uniformity. But the differences are largely superficial, the underlying laws being pretty well codified.

For example, the hope of gain is still our main incentive. Luxury and ease are objectives toward which humanity as a whole is striving. The primitive passions of greed, envy and pride are universal. And by the same token, the laws of grammar, rhetoric and logic apply everywhere.

It is possible to write a motor car advertisement that will make both the millionaire and the laborer desire to buy. It is possible to write a millinery advertisement that will bring orders from every state in the Union. It is possible to write a booklet which will sell electric service in Galveston, Duluth, South Africa and Manila. These advertisements and booklets undoubtedly would be more bitingly personal if each were written full of local references, but the fact remains that they may be entirely effective while dealing with fundamentals.

Conditions differ, but human nature is fixed. An appeal to human nature will succeed almost regardless of local conditions, but an appeal based on local conditions which disregards human nature will not succeed.

The man who surrounds his business with an imaginary aura of uniqueness, is jollying himself. He likes to believe that he is successful in meeting conditions and solving problems the like of which are met nowhere

this side of the Styx. Yet in ninety-nine such cases out of every hundred, standard forms of advertising, as offered by the large manufacturers, would meet these "different" conditions better than any wobbly effort toward individuality, for the simple and sufficient reason that manufacturers' advertising makes a universal appeal, while

Their output must be sold through men of more or less technical training, and technical training is very different from business training—more, the man who takes kindly to technical matters by nature is inept in business. So in this industry, they have had to teach the profession of business to men already expert in the profession of



*There is no lack of variety in the "good stuff" the manufacturer offers now-a-days. Here are a few opportunities for the residence list.*

the "different" advertising is generally written to please one man.

\* \* \*

Manufacturers of electrical apparatus and appliances have had a hard row to hoe.

engineering, and while many of these men have been eager students the process as a whole is very like teaching grown men to write with the left hand.

To meet this condition, it has fallen to

the manufacturers to supply every conceivable form of commercial co-operation—sales data and plans, advertising material, and the actual personal service of experts. It is literally true that in the sale of either current or appliances, the central station man or contractor can count upon manufacturers to do the retail business for him, supplying every requisite down to the consumer's order.

Is this appreciated by the trade?

It is not.

With nothing to do but to pocket the profits, both the contractors and central stations as a whole have taken a defensive attitude toward the co-operative advances of the manufacturers, or have accepted them with such reservations and restrictions as to largely nullify their value.

The basis for this attitude of indifference or opposition is the feeling that the use of standard sales promotion methods is fatal to individuality.

This is a mistake. As well say that a man loses individuality by wearing black pants or because he weighs 165 pounds.

For a business can employ stock advertising in a way which gives it force and individuality, just as some men can wear a dress suit with distinction. Neither feat is easy: both require a sense of values and a good deal of self-confidence.

The first requisite is to determine fully and absolutely just what you desire to accomplish. Next study the forces which must be overcome before this accomplishment can be reached. Finally, search out the right kind of manufacturers' advertising material which will aid in combating these forces.

Simple, is it not?

For example, let us suppose that residence business is to be solicited, and that the chief local stumbling-block is a popular feeling that electric light is high-priced.

Two courses are open: either we can procure advertising in which the "cheap" argument predominates, or we can emphasize the advantage and economy that inhere in *complete* electric service.

Let us say that we choose the latter course.



*A cover like this is the product of experience, facilities and study that are essential to advertising strength.*

Complete electric service involves the advertising of all manner of household appliances: therefore let us see what the manufac-

facturers offer in the way of appliance literature. It is impossible, of course, to catalog the effective publications available, for the reason that every month—almost every day—something new drifts in from one manufacturer or another.

Time was when these booklets were what might be termed competitive—that is, aggressively devoted to a single manufacturer's product. Today this is not true. To be sure, the manufacturer who pays the freight expects to, has a right to, and does, blow his own horn.

But examine these books closely and you will find their basic idea is the development of business—all business. The book that boastfully lauds a single name-plate and casts doubt upon all similar goods not bearing that plate, is practically extinct. Examine these books carefully. Those that are worthy are all designed to boost.

Take the "National Index" for example. It advertises National brands of lamps, but it also contains invaluable hints and sound



*No single central station can afford to produce the educational fund that many of these booklets present.*

advice on home lighting. Or the General Electric book on electric cooking and heating; it advertises G. E. appliances but it contains the most valuable data, the most conclusive arguments and the best illustrations touching the desirability of electric heating as a whole.

No central station, excepting only the large plants, can match this class of booklet. Even the large plants would be wasting their money to try.

\* \* \*

The stock advertising of the manufacturers is not the whole answer to the advertising problem—it simply serves to bring costs down to a point where every lighting plant can afford to maintain an ever-ending business-getting campaign.

The booklets are the framework of such campaigns; the details and embellishments should be local.

As a general proposition the use of such books as enclosures with bills or correspondence is a mistake. They should be

used in connection with well-defined series of circular letters; they should be used by solicitors who are following a definite sales campaign, or they should be given out to visitors who are attracted to specific demonstrations.



*An example of the artistic excellence that marks the co-operative advertising matter offered*

In short, they should be used only where and when they fill a real need, but they can and should be used in preference to purely local booklets of less quality and force.

It is up to the retailers of current and appliances to both understand and appreciate the work the manufacturers are doing to develop business. It is up to them to learn how this material can be used to the best advantage of all. It is up to them to forget this foolishness about "my conditions are different" and realize that the man who comes with an invoice of co-operation in one hand and an order book in the other is entitled to as much consideration as a prospective customer.

#### State Ownership Fails in Nebraska

In Nebraska state ownership of lighting and power plants has proved a failure, and the Board of Public Lands & Buildings will now contract with private central stations to furnish light and power to the state institutions. Reasons for the change are based on the admission of Secretary of State Waitt that the state-owned lighting plants are operated at a loss, and that power can be purchased from private concerns at less money. He feels that the state can save considerable money by departing from its long established custom of installing state-owned light, power and water plants in all state institutions. The plants were under the control of the Board of Public Lands & Buildings, and probably now will be sold.

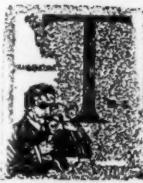
#### James W. Dunbar

James W. Dunbar, of New Albany, Ind., succeeds Mr. Martin J. Insull of Chicago as general manager of the United Gas & Electric Co. of the former city. Mr. Insull will still retain the management of the railway and interurban systems. Mr. Dunbar was secretary of the Western Gas Association for a number of years during which he retained his superintendency of the old gas, light and coke company of New Albany.

## Central Station Paternalism

### 1. How the Brooklyn Edison Co. Assists the Contractor in Window Advertising

By S. F. MELCHER



HE word paternalism may be suggestive of charity, but even charity—helping another to help himself—is often a most profitable business policy. And such is the growing tendency in the central station industry.

Various forms of central station paternalism are being exercised today in many cities and in many ways, and one and all they are accomplishing a steady development in the scope and efficiency of the forces working for the greater market for electric service. It is paternalism that is not charity—but cooperation. In Brooklyn is one good example of it.

One Brooklyn electrical contractor puts it in this way: "The central stations didn't use to think that the contractors were their best friends, but now they are beginning to think so." Whether or not this statement exactly strikes the keynote of the situation, the Edison Electric Illuminating Company of Brooklyn and more than thirty of the electrical contractors of that city are working together on a definite cooperative basis that really seems to be mutually profitable. It is a clear case of central-station paternalism.

Here is the plan of cooperation. The Edison Company has gone to progressive and financially responsible contractors in several of the important business centres of Brooklyn, and obtained permission to paint on the window of each contractor a handsome transparency that reads "Edison Light and Power—Applications Received

Here." The sign having been installed, the contractor has become an agent for the Edison Company, authorized to take applications for the company's service in his particular part of the town, and the central station proffers all assistance in its power

because it tends to increase the efficiency of this outside sales body, and to produce more business for both. The lettering on the transparencies is plainly visible both by day and night to pedestrians, automobilists and surface car passengers, and hence has specific advertising worth for the company.

Now, when it is considered that the average electrical contractor has not had the advantages of thorough, general business training, what the Edison Company is trying to do for him takes on new significance.



Double-barreled cooperation in the Hebrew district. Edison cooperation works out in Hebrew as well as in English

to help him to get new business for it and for himself. Applications for practically all classes of service may be taken, though of course, in the case of large-scale contracts for power service or illumination, the representatives of the company assist, giving the customer all information that the contractor can not supply or taking over the negotiations when notified by the contractor.

Of course, the contractor must have a satisfactory window before he may be come an Edison agent, and it is stipulated that there must be no other advertising on the window, but once the deal is put through, the company then agrees to light the contractors' windows from dusk to midnight free of charge. This has led to several of the contractors improving their windows in order that they might be eligible as agents. In one case the window was an oldtime affair of many small panes. The Edison Company said that it was not suitable and the contractor tore out the old window and remodeled it and won his company sign and his agency.

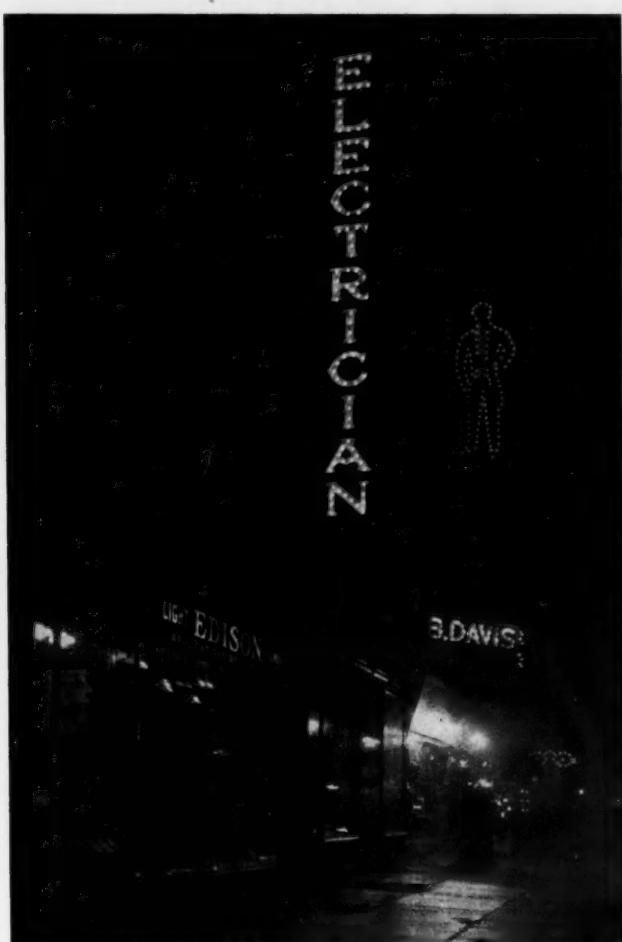
Now the advantages of this scheme to the Edison Company are at once clear. The thirty-odd contractors virtually constitute a body of two hundred or more assistants to the central station sales force, who are in a real sense the company's salesman, even though they are not on the company's payroll. Also this cooperative plan possesses value for the central station

It is trying to make a better merchant and business man of him, in the fullest sense of the word, not only by making him grow into business ways by force of the new prestige and responsibility, but by making it apparent to him that a well lighted, well dressed window means progress and sales power, whereas a dingy window, filled with old junk and dead flies, does not. This, then, is the best gain for the contractor from the new plan. It livens him up to the real commercial possibilities in the contractor's end of the electrical business, gives him new pride and perspective, and sharpens him to the fact that it now lies in his power to add materially to the total current consumption in Brooklyn, and thus, indirectly at least, help his business and that of his kind.

The contrast between the Edison branches and the electrical shops and supply stores without the pale is glaringly evident on the most casual inspection. In the latter instance, good old-fashioned slovenliness and dinginess are conspicuous, while in at least one case, a great window shade spreads over nearly half the sidewalk, so that he who passes must do a contortion act to get a look into the window at all, and the prospect through that dirty window glass is not worth the trouble. Facts like this make the Edison service to favored contractors all the more appreciable.

Naturally the situation is not entirely free from complications. For, even in Brooklyn, the electrical field is not definitely divided among men who sell nothing but current, men who do nothing but make installations, and men who do nothing but sell appliances, so that, in this city there is more or less of the usual clash of interests. It is the honest opinion of one of the Brooklyn contractors who has tried out the Edison co-operative plan for a considerable length of time, that the central station should sell nothing but current.

At the same time, he feels that contractors should be contractors, pure and simple,



This contractor is doing his part in carrying out the Edison idea, also a little individual advertising of his own, as the big vertical sign shows.

and not appliance salesmen. While he takes that attitude, he does not reveal the same keen interest in appliance selling that other Brooklyn contractors feel, and accordingly his window display lacks the tone and educational push of those who have caught the Edison idea. However, the most pessimistic contractors admit that the plan is mutually profitable—that, when all trouble and expense of conducting an Edison branch office are discounted, the contractor is definitely the gainer. The majority of the

is rapidly being pushed, is the "Electrical Contractors' Red Book." It is the development of a plan the Edison Company has long had in practice among its own employees outside of the sales department. It is a "lead book," wherein the employee jots down information, ideas, suggestions or complaints. The plan meant so much to the company last year that \$250 in commissions on business secured from these leads, was distributed among the employees outside of the sales department. And now

reflectors. There are at present a great many fine examples of illuminating engineering in American textile mills, and the number of such installations is bound to increase as a greater number of the managers and superintendents come to realize the practical value—amounting in many cases to necessity—of good illumination in these times of strenuous competition."

In closing, Mr. Scott says that in another year it will be hard to find a textile mill where competent engineers have not made a thorough and conscientious study of the mill's illumination requirements.

#### Office Work Done By Electricity

The myriad uses of electrically operated office appliances hardly can be realized by central stations themselves—appliances that actually do office work. In many large mercantile establishments and financial institutions throughout the country electrical machines are utilized for keeping books, recording dictation, writing and signing letters, sealing envelopes and even affixing postage stamps. At the recent Business Show in St. Louis were assembled a suggestive group of such business labor-saving devices, among them being an electric adding machine, which does quickly and accurately both addition and subtraction, multiplication and division, has automatic checks against mistakes on the part of the operator, and reveals overdrafts. There were also electric multigraph machines that print circulars and write letters, letter-sealing machines and electrically-operated typewriters, which can turn out as many type-written letters as can be typed on six hand-operated machines, in a given period of time, dictating machines, etc.

Do your business men know about these things?

#### Electrical House In Miniature

A feature holiday window display of the Minneapolis General Electric Company was one which revealed a miniature eight-room house with one side removed, showing the use of electricity throughout. It is said that this display was the means of bringing into the building hundreds of women and children to whom in most cases it was possible to demonstrate appliances.

J. H. Doherty

J. H. Doherty has resigned his position as contract agent of the Corning (N. Y.) Gas & Electric Company to become general manager of the Fulton (N. Y.) Light, Heat & Power Company.



**Electric Toaster To Heat the Bath,**  
from E. D. O'DEA,  
Exhibition Department, Buffalo General Electric  
Company, Buffalo, N. Y.

A woman, who uses a hot-air cabinet bath, recently came to us to inquire about an electric heater for it. She had been heating the bath with an alcohol lamp, and was afraid that it might explode. After examining various appliances in our department in the hopes of finding something more satisfactory than the alcohol lamp, she selected an electric toaster and has since informed us that it is proving most satisfactory. In view of the thousands of bath cabinets in use throughout the country, this would seem to offer a new opportunity for central stations.



Mr. Weideman is already doing for himself in window display what the Edison Company will shortly do for all its agents.

contractors are very emphatic in expressing their faith and belief in this kind of co-operation between the central station and the man who does the job.

The Edison Company is either maturing, or has already launched corollary plans that are bound to give new impetus to the success of the plan. First, it is the intention of the central station to install in the windows of contractors, acting as its agents, artistic and business-getting displays of apparatus and appliances that are sold and installed by the latter. What this will mean to the contractors is already indicated by the experience of the few contractors in Brooklyn, who for some time, have been dressing their windows on their own initiative. Two pleasing examples of this kind of window display are shown in the pictures.

Also through the efforts of the Edison Company, the Brooklyn *Eagle*, the leading evening paper, is devoting a half page space, daily, to electrical news and advertising. The contractors are not fully realizing the possibilities of this feature, for though they are using advertising space on the page, the voice behind the copy is a faint one. For the most part, they run those same old business cards that have had long service in the theatre programmes and newspapers since the start of the business. The advertising does not show that the contractor realizes that he has a mission to perform—to work cooperatively with the central station to imbue the public of Brooklyn with that desire for "electric homes" that would mean so much more new business at the end of the year. However, following the lead of the Edison Company, with its good sized two-column ads, this factor will develop steadily.

\*Another Edison co-operative plan, which

this "red book" plan will be extended so as to include the contractors, who will mail their leads to the company by means of the detachable paper post cards in the book. The title of the book is "Electrical Contractors' Brighter Brooklyn" Red Book" and the aim of the company is concisely explained on the front page.

The intercommunion of central station men and contractors has also been strengthened and applied through the medium of the Kilowatt Club, a cooperation organization composed of all interested electrical men in Brooklyn. Monthly meetings are held for the discussion of pertinent topics of local interest. Altogether, these various influences have built up a spirit of understanding that has brought much practical benefit to all concerned.

#### Progress in Textile Mill Lighting

*Abstract From a Recent Paper in Textile Manufacturers Journal*

If there is a single central station manager who is the least bit skeptical that there are any number of manufacturers waiting right now for specific information and education regarding the better lighting of their factories and mills, he should read carefully the following abstract of Roscoe Scott's paper on "Recent Progress in Textile Mill Lighting," which recently appeared in *Textile Manufacturers Journal*. It is an encouraging report of work done during the past year, and rich in future promise.

"Progress in the commercial lighting of textile mills during the year 1912 has been steady. In the main, it has been a year of gradual replacing of the older and less efficient illuminants by modern high efficiency lamps and scientifically designed

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## Mortgaging Their Immortal Souls

*How Some Central Stations Fight Off New Business Till the Customer Signs Away His Salvation*

BY EARL E. WHITEHORNE

[Probably the most talked-of article that ever appeared in Electrical Merchandise, was that first one of Mr. Whitehorse's "man-to-man scolds"—as they have been called—that appeared in the September issue. It was entitled "Go-To-Hell Correspondence" and it brought letters to us from all over the industry, written by men who "just hadn't realized" and "were glad that we'd brought the point up." Here's another one that is just as pertinent and personal. It hammers at an issue that is just as vital and universal.

The central station man takes his contract form as a matter of course. The original lawyer for the original central station drew it up. Other ambitious legal gymnasts added to it and so it grew. The "terms and conditions" have been copied down like the figures in the tax collector's book. The rest of the organization have just been grateful that they didn't have to read them—or understand them—and let it go at that.

And in the meantime—in the meantime—well, just read this article and see how it fits in your town.—Editor.]



If you go to a grocery store for the first time, and state that you want to open an account and buy regularly, what happens?

If you look like a white person, and your clothes and general condition denote respectability and you have the appearance of a going concern, the grocer takes down your address, inquires with interest whether you have just come to town or have been dealing with some other grocer, welcomes you into the family and promises good service. Then you're a regular customer. If you start buying by the barrel, or doing any other unusual stunt, he'll probably look up your credit—he may anyhow, to satisfy his good business curiosity—but if everything seems normal and promising, he delivers your goods and at the end of the month you get the bill. You belong.

But suppose that when you went to place your first order, the grocer pulled out his fountain pen and a bundle of printed forms and asked you to sign the contract in opposite column?

What would you say to the grocer?

And suppose you asked him in surprise why it was necessary for you to pledge the family jewels in this manner,—and he answered—

"My dear sir, the grocery business is different. Now if it were like the drug business—etc.—But we are supplying one of the necessities of life, and in order to serve you we must stand ready at any hour of the day. In order to sell you what you want, when you want it, we must have an enormous equipment of stock and delivery, ready to serve. We maintain six motor trucks, ten electric delivery wagons and thirty horses, with a force of fifty men to operate them, therefore every account we take must guarantee its share of this readiness-to-serve investment."

"But," you object, "you already have your equipment. What have I got to do with that? This readiness-to-serve investment is just a condition of your business. I'll pay the market price for what I buy and no more. If you don't want to sell groceries on a business basis, you ought to do something else."

You do not understand," is the comeback. "We must always have enough stock and delivery equipment to answer all demands. A great part of the time, most of it is idle awaiting your call. We must protect ourselves. If you don't want to conform to the rules, you simply will not be able to buy groceries in Maintown."

And suppose you gave in and signed—

"Will you send up my order today?" you ask.

"Oh, No," says the grocer. "It will probably be two weeks before we can give you service."

## CONTRACT FOR GROCERIES

The undersigned, hereinafter called the Customer, hereby makes application to the Maintown Grocery Company, hereinafter called the Company, to supply groceries and household provisions to the premises at ..... this city, subject to the Rules and Regulations endorsed hereon, which are hereby made a part of this contract.

The Customer agrees to allow the Company the exclusive privilege of furnishing groceries for all purposes on the premises above described for a term of ..... years beginning at the time of first delivery and after such period until thirty days after receipt of notice in writing to discontinue the service. Bills shall be rendered monthly at the regular rates prescribed by the Company. The Customer agrees to pay monthly on presentation of the bill and to make a deposit of ..... Dollars to secure the payment of any and all bills and the safe return of all the Company's property. And in consideration of the expense assumed by the Company in providing service equipment and stock available to the Customer, the Customer agrees to pay a minimum monthly charge of ..... Dollars, from the date of the Company's readiness to serve, and notice thereof, or in the event of no notice, from the commencement of supply, whenever the charge for groceries delivered during the month is less than such minimum charge.

This agreement when accepted in writing by the Company's proper executive officer, shall constitute a contract which cannot be varied or waived by any representations or promises of any agent or salesman of the Company. In witness thereof the parties hereto have set their hands and seals, this ..... day of ..... 19 .....

Signed by .....

Witnessed by .....

Accepted for the Company .....

by .....

## Rules and Regulations

Terms and Conditions Subject to which the Delivery of Groceries is Accepted.

1. In case for any reason the Company should fail to keep proper record of the Customers' account so that the monthly bill should appear to be far less than usual, the Customer agrees to pay in accordance with the average monthly bills of other families of like size or the quantity consumed in a corresponding month or on some other proper basis as the company may elect.

2. If for any reason the size of the Customers' household is to be temporarily increased requiring a larger quantity of groceries than usual and entailing larger or more frequent deliveries, it is agreed that the Customer must notify the Company in writing four days in advance and secure the consent of the Company. A breach of this covenant is sufficient cause for the Company to at once cut off the supply of groceries.

3. In case the Company discontinues its services under the terms of Paragraph 2 or for non-payment of bills by the Customer, or in case the Company is, through fault of the Customer, prevented from performing this agreement, there shall forthwith become due and payable all charges for groceries supplied and in addition, as liquidated damages, the full amount of the minimum monthly payments guaranteed for the term of this contract.

4. The Customer agrees to provide a convenient back porch on which the Company's delivery men may deposit all groceries at the Customer's risk.

5. The Company will not be responsible for any damage done to the Customer's premises by its delivery men, no matter of what the nature.

6. The Customer will be held responsible for the safekeeping of all baskets, jugs and other of the Company's property which may be left on the premises.

7. The Company's employees will have free access to the Customer's premises to inspect the conditions under which all groceries are used. In case all bills are not paid promptly the Company reserves the right to remove all groceries, bags, bottles, and other materials which are found on the premises and have been furnished by the Company.

8. The use of groceries purchased under this contract shall not be for any purpose or in any place other than stipulated in this contract, without previous notice to and consent of the Company.

9. All notices and communications to the Company shall be in writing and no telephonic communication shall be held at proper notice.

10. In case the supply of groceries shall be interrupted or fail by reason of accident or otherwise, such interruption shall not constitute a breach of this contract, nor shall the Company be liable for damages by reason of such failure, or sickness or starvation resulting therefrom, and it shall in no case be a condition precedent to the Company's rights to recover hereunder, to allege, or prove, that no interruption in the supply of groceries has occurred.

11. The Company shall have the right to stop the supply of groceries for any of the following reasons or purposes:—(1) For repairs; (2) For want of supply; (3) For non-payment of amount due under this contract; (4) On account of or to prevent fraud or abuse.

12. All groceries shall be supplied exclusively by the Company within the term of this contract.

"What!" you cry.

"Yes" says the grocer. "You see, our Inspector must inspect your facilities for receiving goods. Then our Route Expert must work out the best way to make deliveries, and assign a wagon. When his report is received and approved, our Credit

#### RULES AND REGULATIONS.

Referred to in, and made a part of, the within Contract.

The Company will furnish and install in the Consumer's premises all such incandescent lamps (of the Company's present standard carbon filament type) as are to be supplied exclusively with Company's electricity, and when such lamps are worn out and returned to it, the Company will furnish, but will not install, renewals thereof without extra charge, unless the use of the lamps shall be discontinued for a period of six months or more, in which case the Consumer shall reimburse the Company for the expense incurred by such excessive renewals; and the Company will also furnish and install in the Consumer's premises all such lamps (of the Company's present standard type) as may be required for the lighting of the Company's property, and will trim and renew the same whenever necessary. The Consumer must pay the Company for all lamps furnished by the Company and not returned to it by the Consumer at the Company's regular price for such lamps.

Removal bills, special bills, bills rendered on vacation of premises, or bills rendered to consumer, discontinuing the service, must be paid on presentation and should the Company discontinue service for non-payment of bills or other violations of this contract, the customer shall pay the sum of \$1.00 to have the service reconnected.

The Company is hereby authorized and empowered to cut off the supply of Electricity to any property belonging to the consumer, if the consumer fails to pay his bill, or upon violation by the Consumer of any of the terms and conditions of this contract or from fraud or abuse, and in case of such cutting off by the Company, in addition to the amount then due, there shall immediately become due to the Company the amount of all uncollected damages, not as a penalty, a further sum equal to the minimum amount guaranteed under this contract for the unexpired term of this contract.

And in the event that the Company shall have to institute suit in any court of competent jurisdiction to collect any amount due them for unpaid account, damages or breach of contract, etc., the consumer agrees to pay all costs, expenses and attorney's fees in addition to the amount so sued for.

The Consumer's authorized agent shall have free access at all reasonable hours into the premises for the purpose of examining the wires, lamps and meters, or for the removal of any of their property.

All wires, devices, meters, fixtures, etc., installed at the Company's expense shall always remain the Company's property, and shall be peaceably yielded to the Company at the termination of contract.

Contracts are not transferable. New occupants are required to make application to the Company for permission to change the quantity of consumption of the service, to avoid being liable for back dues for all current supplied until such notice was given.

The Consumer shall not permit access, except by authorized employees of the Company, to the meters and other appliances of the Company or interfere with the same, and he shall provide for the safe keeping of the same, or loss of the same, the Company, or the Consumer from any act or negligence of the Consumer or his agents or servants, or of failure to return the incandescent lamps supplied by the Company, the Consumer shall pay to the Company the value of such property.

The Company is similarly a supplier of current deliverable at the main block of Central Station, and is not responsible for any damage to fixtures, apparatus or other property or other damages due to wear and tear, or inherent defects in the electrical installation.

The Company does not guarantee a constant supply of electricity, and will not be liable for damage to the Consumer for failure to supply electricity to Consumer's premises.

*What does the householder think of this kind of can't-catch-the-company stuff? What would the court say about that attorney's fee business?*

Department must secure your deposit, and the Bookkeeper must enter up a ledger sheet. Then a delivery basket must be marked with your name, and permits secured from the Department of Highways for the increased traffic on your street and from the Driver's Union to ok the additional work assigned to your driver. Then we are ready for your orders."

What would you say to the grocer man?

The bare fact that some central stations have any consumers on their lines at all, is a tribute to the saint-like patience of the human race. They have entered into that state through suffering and humiliation, after fighting their way past "applications," "contracts," "rules and regulations," and "terms and conditions" crammed full to the brim with warnings, threats and penalties aimed at the freedom and future prosperity of the consumer with never a word for his protection or his peace o' mind. And of all the central station men who have been party to the signing of these multitudinous forms, there isn't a mother's son of 'em who'd submit to that grocer's contract though he never ate

another prune. Yet I've fashioned them, word and intent, after the stipulations on central station contracts in force today.

At this point, the Big-Company-Man will beat his breast and emit a raucous cry to the effect that in the first place I don't know what I'm talking about, (being an Editor Man,) and in the second place, that the central station business is different, and in the third place, that it's the city's fault anyway.

I admit it—all three points. But—at the same time, from where your new customer sits and waits and curses, it's all bunk and foolishness whether it comes from central station or grocer; and when you put your finger on it—it's the new customer that brings progress and prosperity. What can be done to eliminate a lot of this irritation that makes him a sorehead before he ever receives a bill?

I have before me as I write, the opinions of over fifty of the most successful central station men who to-day are directing the sales and public policy of their companies. I asked them to tell me what they are doing to make the new customer feel welcome and cheerful—not that he is being put on the grill and humbled.

I have their answers set down in black and white. It is an interesting comparison, for the systems cited here vary all the way from a tangle of red tape to a simple memorandum of understanding between company and consumer subject to termination by either party on three days notice. Yet every one of these men feels that his routine is reasonable, that his exactions are "good business," that he is doing everything in his power to make his company popular and win the confidence, support and dollars of his public.

Consider the contract—by itself—

In the first place, what good is it?

One of our best known authorities on central station public relations, a man whose name appears in the list of past-presidents of the National Electric Light Association, writes:

"I agree with you that the average lighting contract is heavy, unintelligible and, in general, useless." Consider that statement literally. This man knows whereof he speaks. He signs his name to no extravagances. If he is right—this complex contract business is a merry bit of wit, isn't it?

Another man who has long been a general manager and in several important cities, writes more at length and says:

"I think that the greater percentage of central station managers admit without hesitation that the strongest feature of the average contract is the moral effect it has on the signer—in other words, we are presuming to a great extent on superstition. Many customers sign the contract with fear and trembling and with but a slight conception of what they are agreeing to do. The conditions of many contracts are so lop-sided in favor of the company that they would absolutely have no standing in a court of equity.

"I have in mind one form of contract used by one of the large eastern companies whereby the consumer agrees that he will not hold the lighting company responsible for loss by fire due to any defect in the secondary wiring, or for any other cause. There came to pass a fire, due, it was said, to a fault in the transformer and the customer brought suit and the company's contract wasn't worth two cents. They had to settle. There are many similar cases on record.

"It is a revolutionary idea which I am about to put over on you, but you may run across other fanatics who lean the same way:—For the average customer, I think it is absolutely a loss of time and effort to present to him a contract of any kind. If there are special conditions to be mutually agreed upon, then a contract is all right—for instance, if the customer on account of the volume of his consumption is to have lower rates upon reaching certain turning points, they should all be clearly understood in contract. Special discounts, lamp renewals, or other conditions that do not

#### APPLICATION FOR ELECTRIC SERVICE

No. \_\_\_\_\_

The undersigned, hereinafter called the consumer, hereby makes application to the [REDACTED] COMPANY AND POWER COMPANY, hereinafter called the Company, to supply electric service at premises [REDACTED]

The consumer hereby agrees to pay to the Company, monthly, within ten days after presentation of bill, for said incandescent light service at the base rate of ten cents per kilowatt hour, as measured by meter or meter, to be furnished and installed by the company, subject to the following discount:

25 kilowatt hours 10% discount	250	400 kilowatt hours 25% discount	1000	2000 kilowatt hours 40% discount
150 kilowatt hours 15% discount	400	500 kilowatt hours 30% discount	2000	3000 kilowatt hours 45% discount
300 kilowatt hours 20% discount	500	1000 kilowatt hours 35% discount	3000	4000 kilowatt hours 50% discount

The consumer agrees to pay the company a net minimum monthly bill of (\$\_\_\_\_\_) as a readiness to serve charge. If monthly bill is not paid in ten days an amount equal to 10% of the net bill will be added to same. In the event that for any cause the meter or meters failed to register, on an estimated basis of the average bill for the previous three months' service, the consumer hereby binds himself to pay for service during the period in which the meter or meters failed to register, to the company for the meter or meters and agrees to be responsible to the company for any damage to the meter or meters.

The consumer hereby agrees to provide proper space for the meter or meters and agrees to be responsible to the company for any damage to the meter or meters.

Consumers who desire for various reasons to discontinue the use of the current, must give prompt notice in WRITING at the office of the company to cut service wires, otherwise they will be held liable for subsequent service.

The consumer agrees at all times to comply with the reasonable rules and regulations of the company now existing, and such reasonable rules and regulations as the company may adopt.

It is understood that the company does not guarantee a constant supply of electricity and is not liable to the consumer for any damages in consequence of its failure to supply electricity at any time. It is understood that the company is entitled to disconnect the supply of electric service having regard to the events of such service are not paid within ten days after presentation. The company is also authorized to terminate this contract at any time provided the consumer violates any of the agreements contained in this contract, any of the reasonable rules and regulations of the company then in force and effect. And the termination of this contract for any cause herein mentioned may be effected by WRITTEN NOTICE mailed to the consumer (postage prepaid and addressed to the consumer) at the location herein given, which shall be effective two days after mailing said written notice.

The consumer agrees, before service is connected, to make a deposit of (\$\_\_\_\_\_) Dollars. Previous Address \_\_\_\_\_ with the company to secure the payment of all bills under the terms and conditions as expressed in the receipt given therefor. The company is hereby given the right at any time, on three days notice, to require additional deposit sufficient to cover a bill of two months.

It is understood and agreed between the company and the consumer that all meters, if and when installed, are loaned in place by the company to the consumer, without extra charge, and are to be returned to the company at any time, provided the consumer shall pay for the same.

It is expressly agreed that before service wires are connected the consumer shall place in his premises a perfectly insulated installation of interior wiring which shall be satisfactory to the inspector of the municipality, or of the Southern Underwriters Association, or both of them, depending upon whose jurisdiction the premises may be in, and if said inspectors or either of them inform the company that the wiring is not properly done, and is not safe, said company reserves the right not to connect service wires, until changes recommended by said inspector or inspectors are made, or to cut off the service wires.

It is agreed that the consumer holds the company harmless for any damage resulting from the use of electricity and it is only under this express condition that this application will be accepted.

The terms and conditions endorsed on the back hereof are hereby made a part of this application.

The turning on of the Electric Service for the benefit of the undersigned consumer, and for the above described installation by the duly authorized representative of the Company, under the terms and conditions of this application shall be construed as the Company's acceptance of this application.

Application Taken by _____										Consumer.			
METER	Type	Wire	Number	Ampere	Volt	Index	Constant	SYSTEM	Direct Alternating Series	ARCS	No.		
No.	Watts	G. E. M.	No.	Watts	CARBON	No.	Watts	FANS	H. P.	A. C.—D. C.	No.		
MAZDA								2 Blade	110 Volts				
								4 Blades	220 Volts				
METER	Received		Meter Installed	By					Entered	Meter Card Made			
DEPARTMENT			Date							Date			
ACCT DEPARTMENT	Deposit		Cashier				Credit		Received	Bookkeeper			
No.	\$												

Give Estimated Consumption on First Rate Installation.

*Suppose the grocer asked you to read a document like this before he would consent to sell you yeast cakes!*

apply with the average run of customer would require contracts. A power consumer of magnitude, or one which involved payment of certain minimums on account of special construction, would demand contract. But for the general run of light and

## ELECTRICAL MERCHANDISE

"You may get away with it in a town where you have the proposition so securely sewed up that those who dwell in gloom must come to you on bended knee and beg for the privilege of buying your product; but in a community where there is active

just about what the central station man tells him. Times are changing, however, and this form of bugbear is losing much of its force.

"We have had active competition from one of the most progressive gas plants in this section. The people of this city are conservative, and it being an old and well established gas situation, it was slow work to get the people started on the electric service. I am sure that, had we insisted on contracts, we would have made little headway. On the 'No Contract' platform we have no disputes or misunderstandings, and never lose a customer which any form of contract would hold.

"One thing in conclusion—a contract won't make a man pay his bill. If he hasn't the money, or has the money and an aversion to separating from it, no contract will make him produce. The worst company can do is to cut him off, and this can be done just as effectively without a contract. The situation is simply one of credit as it applies in every line of commercialism. If the prospect doesn't look good to you, require him to deposit an amount sufficient to protect the account.

"My theory is that the salesman should go out and bring in the business; it is then up to the office to get the money on it and if the account looks suspicious, to get a deposit before the customer is cut in. If the payments are not made promptly that's due to a loose screw in the collection department.

"We all realize that it is most undesirable to bring suit on a small account due for light and power. The cost of the action,

as a rule, eats up everything which you might recover, but the question of the amount due can be determined readily enough without the existence of a signed agreement on the part of the customer to pay a certain rate or amount.

"I have had some central station people get white in the face and gasp for breath when I told them that their contracts were not only valueless in nine cases out of ten, but a most decided stumbling-block to the boys who were out hustling for an expansion of the connected load; but nevertheless it is a fact in the majority of cases."

Naturally, no two practical men want to engage in business with each other, without a clear memorandum of agreement, and every customer of every central station is entitled to some evidence of understanding which will determine in case of any dispute. He wants to know what he is to pay and how and what he's to get for it. But there are courts of law in the land! Why should the electric light com-

### TERMS AND CONDITIONS

1. The Company will furnish the meter necessary to register the current used and maintain the same. The Company will also extend its mains by overhead wires to the Customer's property line.
2. Should any meter fail to correctly register the amount of current supplied, the customer agrees to pay for the service an amount to be estimated from the registration of a new meter, after its installation, or from the previous records of the old meter, or on some other proper basis as the Company may elect.
3. The Customer agrees to give free and unrestricted access to authorized representatives of the Company at all reasonable hours for the purpose of making examination of, or repairs to its meters or equipment, or for removing any of the Company's property, or for any other purpose, proper under this agreement.
4. Any and all appliances furnished at the expense of the Company shall remain its property and may be removed at any time at the termination of the agreement in force or the discontinuance of the service.
5. The Company will not be responsible for damages resulting from the use or construction of the Customer's equipment, or for damage to the use or presence of the electric current or apparatus upon the customer's premises, and reserves the right at any time to refuse service or to disconnect the supply of current until the Customer's equipment shall have been approved by the Underwriters' Association of the Middle Department.
6. All repairs to the Customer's property shall be made by the Customer, who shall maintain the equipment in the condition required by the aforementioned Underwriters' Association. The repair to the Company's property shall be made by the Company, except as otherwise provided herein.
7. Under agreements in which the Company agrees to furnish free incandescent lamp renewals, it is understood that only carbon filament lamps previously furnished by or purchased from the Company will be renewed, and it will only renew such lamps as are returned with the glass unbroken.
8. It is understood and agreed that in the event of the Company being prevented from supplying service to the whole or part of the equipment of the customer through any act of negligence on the part of the customer, or in the event of the customer failing to comply with or perform any agreement made by the Company, the Company will not be liable for any damage to the customer's property and shall be liable to the Company for the amount of the services rendered for service during any unexpired contract as liquidated damages and not as a penalty, agreeable to both parties, for the amount of the services for each day of the unexpired term of such contract plus any fixed or demand charges, which may be a part of the schedule under which the customer has been receiving service.
9. The Customer agrees to give five (5) days written notice for any change or addition being made in the equipment used in connection with the Company's service.
10. The benefits and obligations of the contract for service shall inure to and be binding upon the successors or assigns, of the original parties thereto, respectively, for the full term of the contract. The contract shall not be assigned by the Customer without prior written consent of the Company.
11. The customer agrees to use the Company's electric service for the original equipment, as well as all additions thereto during the life of the contract and to the exclusion of any other electric light or power service, except where the Customer uses his own plant and has a contract with the Company for "auxiliary" or "breakdown" service.
12. The Company shall not be responsible for any interruption to the service due to fire, strikes, storms, repairs to its equipment or other causes. It is understood that the Company is not required to guarantee regular or uninterrupted service, but that it is to use due diligence in maintaining the proper service.
13. No agreement between the Company and Customer shall be binding until executed by it, through its President, Vice President, General Manager or Contract Agent, and no change can be made in the terms of any agreement unless the same be made in writing, and accepted by one of the aforesaid officials.

PUB-A-5M-11-12

*Here's another one. Who made this company king? Can't anybody else do any "electing"?*

power consumers located along existing lines where it entails little expense to cut in a contract, in my opinion, is entirely unnecessary.

"Assuming that you have a contract and the customer says,—'Come and take my meter out, the service is unsatisfactory and the bills are too high. I won't use it and I won't pay another cent—' what is Mr. Central-Station-Man going to do about it? What is his contract worth to him? If he is a wise child he will first endeavor to square the customer; failing in this, he will disconnect the service, and give the customer his best line of talk to the effect that whenever he feels inclined to come to the true and only light, the latchstring is on the outside, and he will be welcomed like the Prodigal Son.

"What would it benefit the central station man to bring suit against customer on his contract? Absolutely nothing, except the creation of a bitter enemy for the company, and some most decidedly undesirable advertising.

"In soliciting customers for the use of electricity, my instruction to the salesman has always been something to this effect—'Say to the customer that he is not required to sign a contract, or agree to anything except to pay for the current indicated as used by the meter; that we are offering our service strictly on its merit because it is superior to any other form of illumination, and the price will be found consistent with the quality; that if he doesn't want to continue the service there is no rope around his neck, or handcuffs on his wrist to hold him—he can quit at any time he feels so inclined.' The salesman, after getting some of this out of his system, states the rate, which is simple enough for a child to digest, and upon the verbal agreement of the prospect, connects him up. How much stronger the position of the salesman is than to spring a contract a yard long, full of life-insurance-fine-print conditions, and tell the customer that he will have to sign that and agree to bind himself, his heirs, executors, assigns, and those yet unborn, to a lot of stuff he knows little about and in many cases cares little for.

### TERMS AND CONDITIONS MADE A PART OF THIS AGREEMENT

- (1) All wiring and other electrical equipment and apparatus within the premises of the Consumer, excepting the meter and service connection, shall be furnished and put in place by the Consumer, and the Company shall not be required to supply any current hereunder until such wiring, equipment and apparatus have been duly approved by the City Inspector, and by the Company.
- (2) The Consumer shall at all times during the term of this contract maintain the wiring, equipment and apparatus to be furnished by the Consumer as aforesaid, in such condition and repair as may be required by the Company or by any statute law or city ordinance.
- (3) The Consumer shall not permit anyone other than the authorized employees of the Company to interfere with the meters or other appliances of the Company, and shall provide for the safe keeping of such meters and other appliances. The Consumer will be responsible for all damages to or loss of the Company's property located upon the customer's premises and used in carrying out this contract, unless occasioned by the Company's negligence.
- (4) In case the supply of electricity should be interrupted or fail by reason of accident or otherwise, such interruption shall not constitute a breach of this contract, nor shall the Company be liable for damages by reason of such failure, and it shall in no case be a condition precedent to the Company's rights to recover hereunder, to allege, or prove, that no interruption in the supply of electricity has occurred.
- (5) The Company shall have right of access to said premises at all reasonable times during the period of this agreement, and on its termination, for the purpose of reading meters, of inspecting or repairing appliances used in connection with its current, or of removing its property and for any other purpose proper under this agreement.
- (6) The Company shall have the right at any time to terminate this contract for breach of any of the terms and conditions thereof. The Company shall have the right to stop the supply of current to be furnished hereunder, for any of the following reasons or purposes: (1) For repairs; (2) For want of supply; (3) For non-payment of amount payable hereunder when due; (4) On account of or to prevent fraud or abuse.
- (7) Where the current is furnished by meter, should the meter or meters fail to register the current, the consumption will be averaged by another meter or meters, or by the amount charged for a corresponding month.
- (8) The Company shall not be liable in any case whatever for damage or injury to persons or property arising out of, or directly or indirectly occasioned by the supply or use of electric current by defective wiring, apparatus and equipment on consumer's premises.
- (9) The Consumer agrees to notify the Company in writing of any additions or alterations in the equipment to be supplied with electric current and such additions or alterations shall not be connected to the system supplied with electric current except on approval by the City Inspector and the Company.
- (10) Inspectors, agents, or any employees of the Electric Company are expressly forbidden to demand or accept any compensation for services rendered.
- (11) Bills will be rendered monthly, unless otherwise specified, and must be settled at the office of the Company within the time specified on the bill.
- (12) This application becomes a contract and operative on the day the Consumer is connected to the Company's service for the purpose of taking electricity hereunder, and is for the term stated herein, and is to be considered renewed from term to term hereafter unless a written notice to the contrary is given by either party at least thirty days prior to the expiration of the contract or any renewal thereof.
- (13) Contracts are not transferable.
- (14) No agent has authority to change or alter any of these terms and conditions, or the conditions of this application.
- (15) NO MONTHLY METER BILL RENDERED FOR LESS THAN \$1.00 NET.

*Read Paragraph 4. Do you know what it means? We don't. And it's foolish to cross your fingers in plain sight.*

pany want to make every honorable man cross his heart and kiss the Book, that he will refrain from "fraud and abuse." If he doesn't refrain out of inborn decency, surely the contract won't make him without the aid of the law, and there's the law already waiting. Yet we have these contracts, wherein the Company sits back with its fingers

ties to "put it over." That's why the bulk of our citizens actually sign. They don't stop to read the long, jumbled jargon because in the first place they believe the company won't try to do anything crooked, and then again, each man says to himself, "What do I care for this contract? If they start anything, I'll give 'em a whirl, alright."

Transferred from.....		Deposit No.....	Am't \$.....	L. O. No.....
THIS AGREEMENT, made and entered into this.....day of.....19.....				
by and between..... <b>LIGHT &amp; POWER CO., Inc.</b> , hereinafter called the Company, and....., hereinafter called the Consumer. WITNESSETH:				
That in consideration of the Company furnishing the Consumer current to supply electric light upon the premises, No.....occupied as a.....				
for an equipment consisting of.....				
(Subject to the terms and conditions endorsed hereon, which are hereby made a part hereof,) during the term of one year, beginning the.....day of.....19....., and thereafter until written notice of either party is served on the other, the Consumer agrees that the consumption shall be no less than the total requirements, and shall pay for said current monthly at a rate of 10¢ per kilowatt hour.				
A cash discount will be allowed on all bills for current paid within five (5) days from date of bill, provided the account is paid in full.				
The Consumer further agrees to use and pay for 11 kilowatt hours, each and every month during the life of this contract.				
IN WITNESS WHEREOF, the parties hereto set their hands and seals, this the day and year first above written.				
Accepted.....		(Signed).....	By.....	
L. & P. Co., Inc.		Witness.....		
By.....		Commercial Agent.		

*Who wants to take a chance with a solemn, suspicious thing like this? It sounds uncanny and you're-the-sucker-ish*

crossed and exacts "terms and conditions" that sound perfectly ridiculous to the central station man as I have written them into a grocer's contract, and by the same token, appear no less ridiculous to the grocer—and others—as they read them in the electric light contract.

What difference does it make?

Listen to the testimony of the sales manager of another central station on this point:—

"Our lighting contracts"—he says, "appear to me unnecessarily long and complicated but we do not experience any difficulty on account of applicants hesitating to sign them. This is probably due to the fact that the word contract does not appear conspicuously on the face of the Application Blank. I say this because until about a year ago we used a form practically the same as the one enclosed herewith, with the exception that at the top of the form there appeared in display type, 'Incandescent and Arc Lamp Contract.' Also the term of contract was left blank, making it necessary to insert 'One Year' in ink.

"Some of the difficulties we had in getting a suspicious applicant to sign this old form were ridiculous in the extreme, and frequently assumed serious proportions when some fellow would absolutely refuse to sign it and walk out and leave us without his business. Since we have adopted the present form I cannot recall a single instance in which an applicant has seriously objected to signing it, while not one applicant in ten ever stops to even read the agreement."

"Ridiculous," says my friend. By the Beard of Illdrim! I don't agree with him. On the back of his contract is a set of "Rules and Regulations" every bit as unfairly exacting and as unthinking of the customer's rights and feelings as my grocer's contract. And he says, that since the eye-flagging word "contract" has ceased to call attention to these you're-the-sucker clauses on the other side, serious objections have stopped because "not one applicant in ten ever stops to even read the agreement."

He's right! That's the reason why it is possible for the electric light and power companies in ninety per cent of our communi-

ties and Maledictions! Is that the way for our great industry to even appear to do business? When most of the contracts I have before me, are boiled down so that you can tell what they mean, the following interesting facts appear:

1. Anything that the meter says, goes—but if the meter stops, a bill will be sent figured "as the Company may elect."

2. The consumer is responsible for all damages to company's property but the company is not liable for any injury caused to the consumer's property.

3. The consumer must pay his bills as due, but the company reserves the right to withhold service "for repairs, for want of supply, because of accident," or because

as its contract! What chance would the poor boob have? Only one:—This same contract has proved itself a joke in many, many courts.

And why? Because public opinion decided long since that that kind of business was unjust and dishonest and they've made it practically illegal in effect. That sort of an alleged contract isn't an agreement—it's an exaction—it's a slight o' hand coercion and in most cases "a joker"—because it's not read.

Of course, I know that this is heresy I'm talking, and treason to our father—Old Man Standard-Practice—and that it's foolish, bad manners, to boot, considering my inexperience and the fact that the central station business is different. But look here! So's every other business. The central station man sits back and talks about the investment burdens of his station and line capacity and his readiness to serve! He should spend five years in some branches of the dress goods business, where they manufacture one year in advance of season, sell nine months in advance, ship "when you want," and date bills six months after shipment. There are "conditions" in other businesses that make them "different" too.

Look this contract thing in the face. When a man goes for the first time to the grocery, he must establish his credit or pay cash. You know how easy it is in your case and mine. Why should it be harder to buy light? You can't do business without taking some credit risks. Secure a deposit where it is clearly necessary, and pay interest on it, and send the man his few cents once a year, for the honesty of it and the advertising it will bring you.

But remember this:—you're working for your stockholders, to earn every possible dollar this year and next, and next. You want to sell your product and get the money for it. The courts have established pretty clearly what is right or wrong in business intercourse. Rely on that as other merchants do. Why take your pistol out and put it on the desk, whenever a new prospect comes to arrange for an account? Throw away these "heavy, unintelligible and, in

Form No. L24—45571	<b>APPLICATION CONTRACT</b>		No.....
NAME.....			DATE.....
ADDRESS.....			
To ..... <b>LIGHT AND POWER CO.</b>			
Application is hereby made for Electric Current Supply with loan of lamps for			
In consideration of the installation of the meter and the running of the necessary service wires and connections, I agree to pay at your office, when due, all bills for current consumed upon the above-mentioned premises, according to the meter registration, and to use your current supply exclusively for a period of one year. My continuance of the use of your current, after the expiration of the said period, will constitute a renewal of this contract for the further term of one year, and so, likewise, from year to year, until I shall have given you thirty days' written notice, prior to the expiration of any particular year, of my intention to terminate this agreement at the end of that year. I also agree to comply with Pennsylvania Laws, No. 302, A t June 25th, 1895. You shall have access to your meter and wires at all times.			
SIGNED.....			
REMARKS.....			
CONNECTED.....		ACCEPTED.....	

*This contract talks United States and it covers plenty. What could happen that is not protected by this simple card or by existing laws?*

they are suspicious that the consumer may commit some "fraud or abuse."

4. The company has access to the consumer's premises "at all reasonable times," but all communications to the company must be in writing, and four days notice is required for this and that—

And so it runs on.

Heaven pity the consumer if the central station ever decides to be as conscienceless

general, useless" contracts and these absurd and ridiculous, to-hell-with-you "rules and regulations," that have been proved no-good-at-law, anyway. You and your customer just sign a little card saying that you'll sell him current for so much and so on. Then hand him a printed card of "information," to cover those other matters that it's necessary for him to understand. You'll have a lot more friends.

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HE weekly bulletin of H. M. Bylesby & Co., appearing November 28th, published the following announcement regarding its Christmas appliance campaign for 1912. As may be seen from this announcement,

the success of the 1911 campaign had been remarkable, and the expectations of the Bylesby management for the 1912 holidays were consequently of the highest. Here is the announcement:

"All of the Bylesby electric properties in co-operation with local electrical supply dealers will have special household electric appliance campaigns during December. Devices such as electric flatirons, toasters, portable lamps, coffee percolators, grills, small stoves, washing machines, vacuum cleaners, curling irons, etc., make acceptable Christmas gifts, and the public has approved the idea since the electrical interests got behind it a few years ago. There are several devices such as electric chafing dishes, which have 90 per cent of their annual sales confined to the holiday season.

"Unprecedented results marked the electrical appliance sales a year ago, and in many towns more than twice as many articles were sold for gifts than ever before. This year the methods being put forth by the manufacturers, dealers, and central stations are unusually vigorous, and in most cases last year's records will be bettered 100 per cent. Manufacturers have many new and



Robert C. Leonard, New Business Mgr., Oklahoma Gas & Electric Co., Oklahoma City

attractive household appliances this year which will appeal to the Christmas shopper. The Bylesby properties will join with other central stations in seeking to enlist the co-operation of the local press toward reducing accidents from the Christmas tree candle, by the substitution of electric Christmas tree lighting outfits."

Statistics, now available, show that this announcement was not in the least high-pitched. The campaign, which was conducted by all the Bylesby properties in unison during the first twenty-four days of December, was a distinct success in every particular. The grand total was 5,823 appliances of every description sold—two car-loads, in other words. A conservative estimate places the total load of these appliances at 2,321 kw, and the total annual revenue to be derived from their use at \$25,757.

## A Christmas Sale of 5,823 Appliances

*Details of the December Appliance Campaign Among the Bylesby Properties*

The result of the campaign in detail appears in the accompanying table.

It is a most encouraging story of what strong team work, aggressive methods, intelligent newspaper advertising, strong circular letters to customers, persistent follow-up work among prospects, and above all,

the statements of the men behind them.

### Results in Oklahoma City.

This outline, as sketched by Robert C. Leonard, new business manager of the Oklahoma Gas & Electric Company, is not strictly a Christmas story. However, it is



A preliminary window feature that made Christmas business come more easily in Oklahoma.

co-operation between central station and dealer, can do in a short time for just one organization. The various photographs that illustrate this article throw interesting side-lights on methods of window display and newspaper advertising employed during the campaign. The picture of the newsboys' toast-eating contest, which was held by the Oklahoma Gas & Electric Company earlier in the year is particularly suggestive of the aggressive year-round work that made Christmas business more certain. Best of all, it led to direct sales of electric toasters. However, the real story of the campaign is best told in the experiences of a few of the most successful properties and

easy to trace the connection between this history of the nine months continual employment of the right publicity and selling methods and the Christmas sale of 430 electrical appliances. Oklahoma City has a population of only 65,000. But let Mr. Leonard spin his own yarn:

"To explain the success of our Christmas Appliance Campaign he says, 'it is necessary to look at the educational work conducted during the entire year, for we feel that this was more responsible for our good sales at Christmas than was any special effort which was exerted at that time.'

"From March 24 to March 30, a very successful cooking school was conducted,

Total Appliances Placed During Campaign Lasting From Dec. 1 to Dec. 27

	Flat Irons	Tstrs.	Grills	Chaf. Dish	Per- co's	Dcs.	Htg. Pds.	Curl. Irons	Wash. Mach.	Vac. Cln.	Mis- cell.	To- tal
Albany	36	31	3	3		1	1	2			2	78
Bluefield	15	7	41	3	22	1	5	1			9	104
Dallas	8	4		2	2						3	22
El Reno	29	10	4	1	8		4	10	1	2	27	96
Enid	18	7	6	1	8	1	1				1	43
Everett	23				3	1	5	5				37
Eugene	9	8		1	1						2	22
Eureka	32	7	4		1	2	4	2			7	59
Faribault	30	13	6	3	4	6	6	2			6	76
Fort Smith	98	24	12	3	20	15	6	5		1	26	210
Fargo	48	36	11	1	15		5	11				127
Galena	8	6			1		1			1	1	18
Grand Forks	22	1	11	1	4		5					44
Kalispell	7	17	1		2		2				10	39
Louisville	30	5	8	1	5	1	7	4			22	83
Mankato	44	31	2	3	9	3	10		2	1	32	136
Minot	24	32	5	5	9	2	8	5	2	1	17	110
Minneapolis	564	313	18	22	65	115	38	87	12	8	111	1953
Mobile	341	15	5	5	8	4	2				29	409
Muskogee	32	25	11	4	14		4	3			4	97
Marshfield	19	6				18		4	1		1	49
Nashville	79	16	27	4	19	3	8	21			294	471
Ottumwa	35	25	5		14		5	7	1	3	6	102
Oklahoma City	243	73	52	10	50	18	25	23			36	530
San Diego	435	153	57	21	70	9	41	24		1	118	129
Total												

Here are the figures. They don't lie. They tell better than words that the Bylesby Christmas campaign was one grand success.

at which we maintained a demonstration and exhibition table of electrical cooking and heating devices. Great interest was manifested in this school by the eight hundred or one thousand ladies in daily attendance.

"At intervals during the year prior to our Christmas sales, advertising campaigns and special sales were conducted featuring irons, toasters, and grills. Three hundred and twenty-five irons were sold in three separate sales. The toaster sale placed 50 toasters on our lines while 32 grills were disposed of. Display newspaper advertising was used in connection with all sales, and supplementary to that during some of the sales, postal cards, bearing a cut of the article on sale and the terms of the sale, were sent to our residence consumers.

"A special feature of the toaster campaign was a 'Newsboys' Toast-eating Contest' conducted in the show window of one of the electric supply houses. Over one hundred newsboys applied for entrance in the contest, the terms of which were that each boy was to receive a penny for each slice of toast eaten in five minutes, while the boy who ate the most was to receive \$1.00 additional. A lady demonstrator prepared the toast upon two electric toasters for the four boys seated together at the demonstration table. The toast was served *hot and dry*. The street in front of the show window was crowded during the entire demonstration which lasted several hours. During the sale and the rest of the year, 150 toasters were sold. Prior to that time there were scarcely half a dozen in use in the city.

"No special features were used during the Christmas campaign, in which 430 appliances were sold, except attractive newspaper advertising and good window displays that were changed often.

"Our company does not engage directly in the supply business, so all sales were handled through the local supply dealers, who sold the articles at their usual rate of profit. No house-to-house soliciting was done.

"The total expense of advertising these appliances, in excess of our regular advertisement of one showing per week in each of the three daily papers, amounted to \$663.02, which is about 9 per cent of the estimated annual revenue.

"The following is a table showing list of appliances sold during the last nine months of the year, and the estimated consumption and revenue from same. This is probably five times as many as have ever been sold during previous years:

No Article		K. W. H.				
		Watts	Total each	Each per watts	Total Annum	Revenue K. W.
675 Irons	500	337,500	83	56,025	\$5,602.50	
150 Toasters	500	75,000	60	9,000	900.00	
94 Grills	500	47,000	30	2,920	292.00	
29 Hot Plates	600	17,400	30	870	87.00	
45 Percolators	450	20,250	36	1,620	162.00	
45 Vibrators	50	2,250	15	675	67.50	
3 Glue Pots (Av)	880	2,640	500	1,500	75.00	
20 3 lb. Irons	330	6,600	30	600	60.00	
190 Fans	60	1,140	40	760	53.20	
27 Curling Irons	35	945	15	405	40.50	
9 Chafing Dishes	450	3,950	40	360	36.00	
15 Heating Pads	75	1,125	25	375	37.50	
4 Tea Pots	450	1,800	60	240	24.00	
6 Vacuum Cleaners	200	1,200	30	180	18.00	
2 Nursery Milk Wm.	350	700	50	100	10.00	
5 Qt. Water Hts.	500	2,500	20	100	10.00	
1 Ozonator	40	40	60	60	6.00	
2 Radiators	600	1,200	30	60	6.00	
2 Washing Machs.	150	300	15	30	3.00	
2 Shaving Mugs	150	300	15	30	3.00	
2 Immersion Heaters	350	700	15	30	3.00	
1328		520,040		75,940	\$7,496.00	

### What They Did In Bluefield, W. Va.

With characteristic vigor, the Appalachian Power Company swung the campaign



L. G. Gresham, Asst. General Mgr. Appalachian Power Co., Bluefields, W. Va.

in this section to successful fruition. They started out for a record and they took the only certain road to success via initiative,

aggressive solicitation of new business, and appropriate newspaper and display window advertising. As the report covers only Bluefield, Wytheville and Pocahontas, the sale of 108 appliances in this limited territory is remarkable. Let L. G. Gresham, assistant general manager of the Appalachian Power Company, tell how his company campaigned. He says:

"The success of any undertaking is due to hard and consistent work, and selling appliances is no exception. Our one goal was to break all previous records and demonstrate to our Chicago office that we possessed the ability and salesmanship to sell appliances; so with this idea in mind, together with the desire to get as many appliances on our system as possible, the new-business department was instructed to push the sale as vigorously as possible and each member imbued with the fact that initiative and hard work were essential. It did not take them long to catch the spirit, and very few, if any, prospective customers who entered the display room went away without making a purchase of some nature. To my knowledge we set a new precedent

## GENERAL ELECTRIC COMPANY Electric Fan

1912

More G-E Fans were sold in 1912 than in any previous year.

The season's success strengthened their already acknowledged leadership.

We know no reason why history should not repeat itself in 1913.

## General Electric Company

**Largest Electrical Manufacturer in the World**  
**General Office: Schenectady, N. Y.**  
ADDRESS NEAREST OFFICE  
Atlanta, Ga. Cincinnati, Ohio  
Baltimore, Md. Cleveland, Ohio  
Birmingham, Ala. Columbus, Ohio  
Boise, Idaho Davenport, Ia.  
Boston, Mass. Dayton, Ohio  
Buffalo, N. Y. Denver, Colo.  
Butte, Mont. Detroit, Mich.  
Charleston, W. Va. (Off. of Agt.) Jacksonville, Fla.  
Charlotte, N. C. Elmira, N. Y. Joplin, Mo.  
Chattanooga, Tenn. Erie, Pa. Louisville, Ky.  
Chicago, Ill. Indianapolis, Ind. Keokuk, Ia.  
For Texas and Oklahoma business refer to General Memphis, Tenn.  
Electric Company of Texas.—Dallas, El Paso,  
Houston and Oklahoma City.  
Milwaukee, Wis.  
Minneapolis, Minn. Rochester, N. Y.  
Nashville, Tenn. Salt Lake City, Utah  
New Haven, Conn. San Francisco, Cal.  
New Orleans, La. St. Louis, Mo.  
New York, N. Y. Omaha, Neb.  
Ottawa, Ont. Philadelphia, Pa.  
Pittsburg, Pa. Spokane, Wash.  
Portland, Ore. Springfield, Mass.  
Providence, R. I. Syracuse, N. Y.  
Toledo, Ohio Youngstown, Ohio

For Canadian business refer to Canadian General Electric Company, Ltd., Toronto, Ont.  
3929-L



Goods  
Electrical.

and window only the territorial company.

due to selling goal and debt we keep to mind, many times, the deducted possible amount that I. It spirit, customers away nature, precedent

for the use of immersion coils by selling six of these appliances for making 'Hot Tom and Jerry's.' Percolators and grills seemed

"We believe that newspaper advertising was the direct means of a great many sales. We advertised daily in the local paper,



*A department store window in Pueblo, Col. The sales co-operation of this store with the central station was resultful.*

to be our best sellers and we had to enter two telegraphic orders to supply the demand.

changing ads each day. Our publicity department furnished us with the necessary

advertising matter, together with various cuts. Without the use of this advertising matter, I believe that our sales would not have been such a pronounced success.

"We have what we consider two very attractive display windows, one on either side of the main entrance of our office, and these windows were dressed about three times each week, diversifying the nature of the display, and giving prominence to such appliances as we were pushing at the time the display was in effect. These windows created no little favorable comment from the public, and passers-by would almost involuntarily stop to admire the various articles in the windows. Each appliance contained a neat, attractive card, setting forth its purpose and price. Quite frequently people would step inside to make further inquiry regarding certain appliances which would terminate in a sale.

"We arranged with the daily papers to call attention through their daily news columns to the general nature of appliances on sale for that day."

#### *Campaign in Pueblo, Colorado.*

This is an attractive story of co-operation between the Arkansas Valley Railway Light and Power Company and the Crews-Beggs Department Store of Pueblo. E. F. Stone, superintendent of lighting and power for the company, tells the story as follows:

"Our sales during the month of December broke all previous records, which was due to our window display, also to extensive advertising in the local newspapers. The number of appliances sold during the month of December was as follows:—

2 Electric Trains	3 Luminous Heaters
3 Washing Machines	1 Westinghouse Heater
11 Christmas tree outfits	6 Portable Lamps
31 Toasters	4 Vibrators
117 Flatirons	2 Chafing Dishes
1 Utility Iron	6 Disc Stoves
1 Radiator	1 Water Kettle
6 Curling Irons	1 Emerson heater
3 Shaving Mirrors	2 Water Heaters
1 Oven	1 Superior Heater
14 Heating Pads	2 Hot Plates
31 Grills	1 Copeman Stove
22 Coffee Percolators	Total appliances sold, 273.

"We find that electrical appliances are in greater demand each year among our properties in the west, as the public becomes more appreciative of them. This is especially true of the smaller towns that we supply due to their not having gas for cooking purposes.

"A very large percentage of the homes connected during the last year were equipped with electric flatirons. The best results in placing irons are obtained by a personal letter to each and every customer, outlining the advantages of the electric iron, also making an offer to place the iron on ten days trial, without any expense to the customer outside of the actual current consumed, with the privilege of returning same if not satisfactory after trial. We find that after they are once tried and the customer becomes familiar with their use a very small percentage of the irons are returned.

"In Pueblo we have 75 per cent of our residence customers supplied with irons, which, compared with other electric properties throughout the country, is a very good showing."

#### *Big Sales In Minneapolis.*

A. Larney, sales manager for the Minneapolis General Electric Company, writes: "The Minneapolis property sold approximately 2,500 appliances in three weeks as its contribution to the success of the Byllesby Christmas campaign. Each and everyone of

## GENERAL ELECTRIC COMPANY G.E. Electric Fan

# 1913

**Consider reputation earned by merit.**

**Remember G-E quality.**

**Our 1913 fans are thoroughly representative of both—and well worth your careful consideration.**

**Details in the new fan catalog.**

## General Electric Company

Atlanta, Ga.  
Baltimore, Md.  
Birmingham, Ala.  
Boise, Idaho  
Boston, Mass.  
Buffalo, N. Y.  
Butte, Mont.  
Charleston, W. Va.  
Charlotte, N. C.  
Chattanooga, Tenn.  
Chicago, Ill.

Cincinnati, Ohio  
Cleveland, Ohio  
Columbus, Ohio  
Davenport, Ia.  
Dayton, Ohio  
Denver, Colo.  
Detroit, Mich.  
Joplin, Mo.  
Elmira, N. Y.  
Keokuk, Ia.  
Indianapolis, Ind.

Largest Electrical Manufacturer in the World

General Office: Schenectady, N. Y.

ADDRESS NEAREST OFFICE

Jacksonville, Fla.  
Los Angeles, Cal.  
Louisville, Ky.  
Kansas City, Mo.  
Mattoon, Ill.  
Memphis, Tenn.  
Milwaukee, Wis.

Minneapolis, Minn.  
Nashville, Tenn.  
New Haven, Conn.  
New Orleans, La.  
New York, N. Y.  
Omaha, Neb.  
Philadelphia, Pa.  
Pittsburgh, Pa.  
Portland, Ore.  
Providence, R. I.  
Richmond, Va.

Rochester, N. Y.  
Salt Lake City, Utah  
San Francisco, Cal.  
St. Louis, Mo.  
Schenectady, N. Y.  
Seattle, Wash.  
Spokane, Wash.  
Springfield, Mass.  
Syracuse, N. Y.  
Toledo, Ohio  
Youngstown, Ohio

For Texas and Oklahoma business refer to General Electric Company of Texas.—Dallas, El Paso, Houston and Oklahoma City.

For Canadian business refer to Canadian General Electric Company, Lt'd., Toronto, Ont.

3929-R

The Guarantee of Excellence



on Good  
Electrical

# "Electric Service"

*A Central Station Monthly Bulletin That Meets Your Local Requirements*

■ ■ ■ ■ ■

"Electric Service" is a new, high-grade, 16-page monthly bulletin for central stations—

Full of live, bright, interesting matter—

Written by experts who say the right things in the right way—

Beautifully illustrated by artists whose work is seen in the best magazines—

Printed with your company's name on the cover, and with three pages of your own local advertisements in each issue—

Easy to distribute—fits into the ordinary business envelope—

Cheap—

Send for sample.

**THE RAE COMPANY**

17 Madison Square, East  
NEW YORK CITY

them sold at the regular retail price. We attribute it to our general advertising, and the fact that we remodeled our appliance department and put up a very large sign in the department informing everyone coming into our offices that all electrical dealers in this city sold these appliances—an idea which diverted a good deal of business to the dealers, stimulated their interest, hence insured their cooperation. So, by frequent visits among the contractors, checking up all retail prices and maintaining these prices ourselves, we were able to induce everybody to take a greater interest in selling appliances.

This was one mode of cooperation that brightened the success of the Minneapolis central station, but there was at least one other. This company sold some 500 tree-lighting outfits, and Manager Pack believes that this fine showing may be credited mainly to the company's action in loaning electric tree-lighting outfits to churches and charitable institutions, and to the special advertising which emphasized the safety features of such equipment. During the week following Christmas, the Minneapolis General Electric Company reported the sale of 125 appliances, and although these figures are not included in the above total, a large number of these extra sales were undoubtedly the result of the stimulus afforded by the Christmas campaign.

*Other Results of the Campaign.*

In Minot, North Dakota, a town with a population of less than 5,000, the Consumers Power Company made a remarkable record of 110 appliances sold. Manager Brandli attributes this success to newspaper advertising and a folder, which was mailed with November statements. The company also maintained two attractive window displays which were changed each week. A simple, but effective system of cards told the story of the appliances displayed.

R. E. Flower, Manager of the New Business Department of the Mobile Electric Company attributes the large sale of flat irons in Mobile during the Christmas appliance campaign to a letter-selling plan. Letters were sent to all customers, advising them that the presentation of this letter was good for \$1.50, if applied on the purchase of an electric flat iron. The reason given for this bonus was that whereas most business firms give away calendars or souvenirs of some sort during the holiday season, the Mobile Electric Company desired to give something of real value. The direct result of this clever idea was the sale of 325 flat irons. All irons were sold for cash only, and the receipts paid not only for the irons, but for the cost of advertising, as well.

In the opinion of Manager Stephens of the El Reno Gas & Electric Company of Oklahoma, the success of the Christmas appliance sale in that city was due to the personal effort and interest of the local supply dealers, to attractive window displays and to newspaper advertising. During the day before Christmas the telephone was used to call up prospects. It brought good results.

The showing in some of the far western towns was comparatively poor, but according to H. V. Coffy, assistant publicity manager at the Chicago office, this is due largely to the fact that the appliance business has been worked there more thoroughly than in the middle west and east. All in all, however, the report is a fine one, and must come in the way of a very pleasing Christmas package to the Bylesby Company. Furthermore, all this aggressive Christmas work will have no mean bearing on future business.

## ELECTRICAL MERCHANDISE

**ELECTRICAL  
MERCHANDISE**  
**AND**  
**SELLING**  
**ELECTRICITY**

FEBRUARY, 1913

**THE MENACE OF GAS.**

The electrical industry has become so used to "putting it over on" the gas man, that we take our supremacy entirely too much for granted.

We have mentally relegated gas to the kitchen stove, where we acknowledge its virtue, and have gone about the business of selling signs, motors and similar exclusively electrical utilities with complete blitheness of spirit. The idea that the gas mantle might ever become a serious competitor of the modern tungsten filament incandescent is one that has not even occurred to us.

Yet it is safe to say that gas lighting is making greater strides today than ever before. According to an authority who cannot be disregarded, the consumption of inverted gas mantles is now close to 30,000,000 per year. The ruggedness of the inverted mantle accounts for no small amount of this growth, but the aggressiveness of those who have gas for sale accounts for most of it.

Ask anyone familiar with both gas and electric service and they will not hesitate to say that the gas men—that is to say, the gas company men—are today applying more advanced methods in promoting business than are the electric men. Their associations are doing more practical work; as individuals, they are more keenly alive to their opportunities.

Nor are the manufacturers of gas appliances far behind. The "quality idea" has taken hold in the gas industry, and the development work of many manufacturers is in the direction of a higher grade of fixtures, burners, fittings and appliances,—equipment which is offered not with the plea of cheapness but on the basis of inherent quality.

With the natural advantage of lower maintenance, gas lighting becomes an attractive proposition when employed in fixtures which satisfy the esthetic requirements. So long as gas equipment looked cheap and shoddy, the chief argument of the electric solicitor was a sneer. Today we see gas equipment which is no whit inferior to the best offered for electric service—and giving double the light at half the cost.

In street lighting, also, the gas man is becoming disturbing. He has some new

units which are a long way ahead of the ordinary incandescent street lighting equipment, and his prices look mighty attractive to municipal authorities. He is quietly sizing up the many situations where the electric man has not taken advantage of opportunities, and promises a good deal of trouble.

This is not a calamity howl. We have no idea that the electric lighting business is about to be wiped out or even seriously crippled. But we do know that competition of a vigorous sort is forming and that the central station man who fails to note the storm signals is in for an exciting commercial contest.

**PULMOTOR HEROISM**

In Minneapolis the other day, the pulmotor squad answered a hurry call to the hospital. It was a case of a man picked up unconscious on the street, and apparently dying. There was no response to ordinary methods of resuscitation and so the Minneapolis General Electric Company was appealed to.

When the pulmotor squad arrived, it was found that they also were powerless because the patient was unable to breathe and therefore could not inhale the oxygen, though the force of the pulmotor was behind it. Apparently there was nothing to do but stand by and watch the man expire; yet, it happened that there was one of enduring hope present who insisted that they send for Mr. Larney, the central station sales manager under whose orders the pulmotor squad operates. Larney arrived fifteen minutes after he was awakened and saved the life simply because he would not take the word of doctors or nurses or his own men, but set to work by gagging him, to make that man breathe. The story appears in detail on another page.

Now these points stand out and are worth reflection:—

1. In Minneapolis the central station maintained a life-saving corps that operates night and day to serve and save the people.
2. This pulmotor squad has won confidence to such an extent that hospitals call upon it when their own skill is inadequate.
3. Behind this service stands a man whose confidence and courage in the work refuses to accept the judgment of the trained physicians and nurses on whose word any man may be abandoned to legally die.

4. Through this generous and humane policy of public service the Minneapolis central station is winning the respect, confidence, admiration and loyalty of the people of that city, to an extent that will inevitably rebound to its advantage from every point of view.

Call it heroism, call it persistence, call it what you will—honor is due, and freely, to the man who refuses to fail. To the average man—yes, and to most men above the average—the word of the doctor at such a time is final and unquestioned. How many of us, when several physicians and as many nurses calmly tell us that the end of

hope has come, will set our inexperience against them, without hesitation and put our bare hands in a "dead" man's throat to literally choke him back to life.

One of the greatest forces in this wide, working world is the fear of ridicule. When the "men who know" say it can't be done, we hesitate to risk the laugh and the curled lip. They give medals to men who rush into the flaming building to rescue the helpless; they give medals to men who risk their lives to save one drowning in winter waters; does it require more of courage and of fortitude, does it render greater service, we wonder, than to answer a mid-sleep summons to face down doctors and nurses, and to fight off death for four hours—and conquer with your bare hands?

We pay our tribute to Mr. Larney and his pulmotor squad.

Most of the "big city" central stations have already inaugurated pulmotor service for the relief and benefit of their communities. H. M. Byllesby and Co. of Chicago, who operate the Minneapolis property, have organized pulmotor squads in every city they serve. One by one others of the smaller companies are doing likewise. In no case does the central station derive any direct income from the considerable expenditure entailed.

But what an opportunity! What an opportunity to enjoy the satisfaction of such a service to humanity and to win a public recognition of the greatest commercial value!

To narrow right down to the commercial factor—is there any news the papers could print that will do more to convince the public that the central station is dominated by honest, worthy men, than such tales of gratuitous life saving? Can you wish for more active friends than you will gain by such a service to relatives, friends and acquaintances of your people?

**A LETTER WITH A MESSAGE**

This letter came to us a few days ago from a man who stands high in the land as a creator of central station opportunity. We submit it with pride—yes—but mainly for the counsel it carries. He says—

"Just a word to express my appreciation of your article—"Our Ungentlemanly Mis-representatives"—in the December Number of Electrical Merchandise. I seriously doubt if you know how much to the point that article was or how truly it interpreted conditions as they unfortunately are, very largely. If you never had written another line, you would have done the central station industry a great service in presenting this article."

"The longer I am in this business, the more keenly do I feel that the fate of utility operation rests with our leaders. If we can develop a breed—ranking with a number of notable veterans of the present—that counts honor and the ideal of service first, we shall win the day. The public utility business to remain long in private hands, must be the most honest, clean and courteously conducted business to be found. Otherwise there is nothing to it but snarling and snapping and the gradual disappearance of brilliant engineering—commercial enterprises in the stagnant muck of political ownership."

"If we cannot put ideals in this business—we cannot get the men to run them who can run them. That's certain. Neither can we get the rank and file upon whom the leaders must lean so heavily and depend upon so much."

"Here's hoping that you will find inspiration and means of keeping on with the good gospel you are preaching."

# WE PAY REAL MONEY FOR DOLLAR IDEAS

## WHY NOT GET the MERCHANTS

of your city interested in ornamental street lighting?

### Start Something

either with the Merchants' Association, Board of Trade or Boosters' Club or as a straight better-lighting - better - business campaign.

We can send you data that will start it, push it, and get it. Write for it.

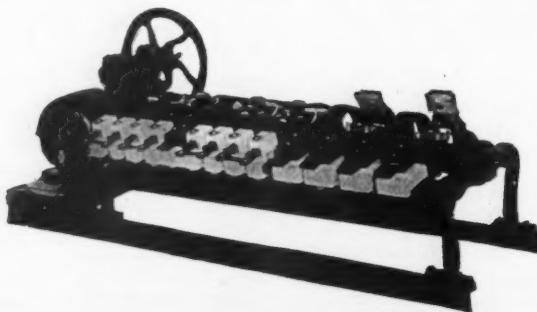


Lockport, N. Y.  
Bracket on existing trolley poles without removal of overhead wires.



New Haven, Conn.  
An installation drawing Street Lighting Committees from all over the country.

**ORNAMENTAL LIGHTING POLE**  
POLES FOR ALL TYPES OF LIGHTING  
• 18 Liberty Street, New York City •



### BETTS FLASHERS

are endorsed by Central Stations everywhere, because they stand up. The features are original, many are exclusive, some are imitated.

We revolutionized the Flasher Industry

Feb. 1913

CURRENT EVENTS

No. 8.

One of the large Sign Manufacturers sent us a letter from one of their Central Station Customers which read:

"Those last three flashers you sent us were a great improvement over previous machines. Please always supply Betts Flashers on future orders. We have had no trouble with them. The other makes have been a source of annoyance."

Unsolicited approval like this comes to us daily.

DON'T BUY TROUBLE

**BEWARE OF INFRINGING** We ask you to buy our Color Caps, because we infringe no patents, and our caps are practical.



Style A



Style B

**BETTS & BETTS**

Largest Manufacturers of Flashers; Electric Clocks and Sign Accessories in the World.  
258 W. 55TH STREET, NEW YORK, U. S. A.

### Annual Meeting of Wisconsin Electrical Association

The Wisconsin Electrical Association held its fifth annual meeting in Milwaukee Jan. 15th and 16th, about 160 members attending. President Irving P. Lord of Waupaca was in the chair. The exhibit, made by the Railroad Commission of Wisconsin, was the feature display of a number of exhibits that were shown, and there were discussions of numerous topics. The report of the secretary-treasurer, George Allison of Milwaukee, revealed a balance of \$1,197.48 in the treasury and fifty-six active and fifty associate members in the organization.

President Lord briefly outlined the year 1912, in an optimistic way, touching on the prosperity of the electric-service companies of Wisconsin and on the good work the Railroad Commission had done to raise the standards of service among the smaller stations. He expressed his belief that the Legislature, in general, desired to do what was right by the public utilities. However, he pointed out that legislators needed accurate information from operators, and that the Wisconsin Electrical Association should furnish its share of this information.

### Artistic Illumination of Lawyers' Club

If such a pun be permissible, the illumination of the main dining room of the Lawyers' Club in New York City is a shining example of how the aesthetic and utilitarian in lighting can be combined. Specially designed, silvered, rippled-glass lined Frink reflectors are used. The result is a continuous, evenly distributed light, with all spots and shadows eliminated. There is a large stained glass window, twenty feet wide by twenty-two feet high, at the end of the dining room, representing the Law Periods from the Mosaic Period to the present time. It is lighted by an indirect system which so spreads the light over the diffusing background, that there is a beautiful, soft illumination effected with no loss of color value. The diffusing surface is specially tinted with pigments that absorb most of the yellow and red rays of the lamps, thus producing a remarkable semblance of daylight.

In the reading room, excellent results are obtained by the use of Frink semi-indirect reflecting chandeliers. The lighting equipment throughout was designed and executed by I. P. Frink, for whom the H. W. Johns-Manville Company of New York are selling agents.



Educational Advertising on Blotters  
from GEORGE W. ALLEN, Toronto, Ont.

A plan, which I found helpful in getting new business, was to compile a list of business houses, and to deliver a neat blotter to these addresses at regular intervals throughout the year. I made the printed matter on the blotters of an educational nature, pertaining to electrical terms and other general information. They also offered pointed suggestions for the use of electric light and power. The wording of the blotters was changed from month to month, and they aroused strong interest. The first blotter or two did not pull as well as did the subsequent ones. It was the repetition of the thing that paid.

### Cleveland Contractors Advertise

Electrical contractors within reach of this publication who do not think that newspaper advertising is applicable to their business, should read the following extract from an article in *Electrical News*. Apparently, Cleveland contractors would tell you from their own experience, that this form of advertising pays. Of course, as the extract shows, other modes of advertising were employed to round out the campaign.

"In Cleveland 16 electrical contractors have been advertising during the past year. The largest expenditure for advertising space by any one contractor, has been \$1,000, or about 3½ per cent of sales. To this expenditure he attributes the securing of at least 20 per cent of 212 house wiring contracts secured during a recent sixty day whirlwind campaign. The average house wiring contract was for \$40 and allowed for a profit of \$8 or 20 per cent. The profit on the increased business in house wiring alone, would, on the above basis, net this one contractor over \$331 in profits, while the increase in store sales, contracts pending but not signed, etc., swell the total so as to over-balance easily, the \$1,000 expended in advertising. However, advertising should not be figured on any basis whereby you expect to receive \$1 to-morrow for 87 cents invested to-day. The cumulative effect of consistent advertising is of greater value than any immediate direct returns. Just as the good will of a reputable established firm is often of more value than its tangible assets, so is the cumulative effect of advertising of greater value than the immediate returns. I have yet to learn of a single Cleveland contractor who has joined the advertising movement, who has not received his money's worth. Most of them have used the newspapers,—not by taking large space, but by using small cards, which are quickly and easily read, and which keep the name and the service before the people. In three Cleveland newspapers a co-operative newspaper electrical advertising page, called the "People's Electrical Page," is maintained throughout the fall, winter and spring by the mutual efforts of the 16 contractors above mentioned, together with several manufacturers, the central station, and the telephone company."

"In addition to the newspapers, the telephone directory has been an effective medium of contractor advertising. In one case space was taken on ten pages, which gave good representation on all pages listing electrical manufacturers, electrical engineers, illumination companies, and electrical jobbers. The cost of this representation was only \$33.

"The city bill boards and the flashing electric sign over the contractor's place of business have also contributed to the success of the general advertising by Cleveland contractors.

"The use of the mail, especially for the distribution of high potential sales letters, has proven mighty fruitful. One Cleveland contractor has been following the plan of dividing the city into sections and canvassing one section at a time, to obtain complete data as to the possibility of wiring old houses. All prospects have been carefully listed, and letters have been mailed to every prospect. In each letter was enclosed a stamped return postal card. About 20 per cent of these cards were returned, indicating the desire of the prospect to learn more about the cost of electric wiring. As the next step, these inquiries were followed up with personal calls, and good salesmanship brought back many orders which netted a profit."

Naturally, the author of the paper whence the extract is taken does not fail to remind the contractor to keep his window displays up to the mark.

### Electric Trucks For Coal Delivery

The beauty of the electric truck is that it is a general purpose animal. It can do a little of everything, and do it in all kinds of weather. Here is the result of a Denver coal merchant's experimentation with electric truck service in facts and figures:

This company employs a car which hauled 435 tons of coal in one month, the average daily haul being 18.3 tons. The largest single day haul was the equivalent of 22.1 tons. It covered sixty-three miles in a day by means of seven trips. The truck was in service 229 hours, but those figures represented only 126 hours of actual hauling, 103 hours being required to load and unload the truck. The total mileage for the whole month was 1,005 miles, requiring 119 trips which averaged eight and one half miles each.

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**"Blue Grass" Farmers Wiring Up**

Another good illustration of the way the central stations are "livening up" to the possibilities of the farm as a user of central station energy comes from the "blue grass" region. The Kentucky Utilities Co. of Lexington has secured franchises for wiring a number of counties adjoining Fayette, which contains Lexington, and is in every way prepared for a resultful farm campaign. Contracts for lighting residences and barns are being sewed up, but more to the point, farm property is being wired with the view to making possible the operation of agricultural implements by electricity. Many farmers in this region had already signified their progressiveness by buying gasoline engines for their corn shredders, feed choppers and other equipment, and they have been awaiting only the larger conveniences and better economy of central station service.

**H. C. Alvord**

Mr. H. C. Alvord has resigned his managership of the new business department of the Metropolitan Electric Co., of Reading, Pa., to accept the new position of manager of the Keystone Electric Co., a local electrical contracting concern. Mr. Alvord was formerly in the employ of the New York & Queens Electric Light & Power Co., the Edison Illuminating Co. of Brooklyn, and the Montreal Light, Heat & Power Co.

**Frank F. Fowle**

Frank F. Fowle announces that he has severed his connection with the McGraw Publishing Company as one of the editors of *Electrical World*, and will resume electrical engineering practice with offices at Maiden Lane Suite 1,702, New York City.

**Electrical Show For University of Illinois**

The students of the Department of Electrical Engineering of the University of Illinois will hold their triennial electrical show in the electrical laboratory of that institution on Feb. 6th, 7th and 8th. Although it will be under student management, a real professional tone will be given to the show by the introduction of numerous exhibits of lighting plants, heating and cooking accessories, telephone, telegraph, and wireless apparatus, lifting magnets, motor controllers, high-frequency machinery, and a complete electrically operated cafe. Student demonstrators, or manufacturer's representatives will be in charge of each exhibit. A display of all types and methods of electrical illumination, in charge of students of this form of lighting, will be a particular feature of the show. These students will discuss, with interested visitors, the best and cheapest way to light their buildings. A business organization, comprising graduate and undergraduate students, is carrying on the entire work under the general direction of E. J. Berg, head of the Department of Electrical Engineering.

**Union Company Discontinues Sale of Electric Vehicles**

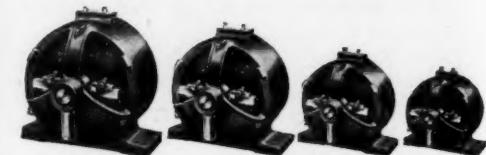
The Union Electric Light & Power Company of St. Louis, Mo., has announced its formal withdrawal from active competition in selling and garaging electric automobiles, an industry in which it practically was a pioneer, and in which it has actively engaged since 1906. At that time, there were but eleven electric cars in St. Louis, while, due to lack of expert and intelligent attention, the industry was quite at a standstill there. Noting the rapid growth of the industry in other localities, the Union Company, after becoming convinced of the merits of the electric automobile, inaugurated an aggressive and comprehensive educational campaign, which included the opening of garages in charge of expert electrical and mechanical men, and taking local representation for well-known makes of pleasure and commercial cars.

Thanks, in large measure, to the company's work in this direction, there are now more than 700 electrics in operation on the streets of St. Louis, and the Union Company has decided that the time has arrived when it should withdraw from active competition in the field. Therefore it has abandoned the agencies and will close the garage as a public garage just as soon as all customers can be accommodated elsewhere..

The firms which the Union Electric Company has represented, the Rauch & Lan Carriage Company (pleasure vehicles), General Vehicle Company, and the Electric Storage Battery Company, shortly will open places of their own. In the future the Union Company will merely act in an advisory capacity for the good of the business as a whole. Close cooperation with all dealers and manufacturers will be emphasized, and a downward revision of the rate for electricity to charge storage batteries will be undertaken, while C. E. Michel, former manager of the Union automobile department, will be at the command of either purchaser or dealer, when the benefit of his experience and knowledge of the industry may be needed.

**E. B. Korst**

E. B. Korst, for nearly two years manager of the New Business Department of the Ottumwa Railway & Light Company, Ottumwa, Ia., has resigned to accept a position as district superintendent of the Illinois Service Co., of Mattoon, Ill.

**PEERLESS MOTORS**

Our small horsepower, moderate-priced (but high quality) motors for driving minor electric appliances of home, office, or shop.

Guaranteed for one year from date of shipment against inherent mechanical or electrical defects. Strongly and compactly designed.

Finished motors are carefully inspected before leaving factory.

*Write now.*

**The Peerless Electric Co.**  
**Warren, Ohio**

Agencies in All Principal Cities

**THE CENTURY SIGN**

**Once Used—Always Used—Absolutely Perfect**

A new invention. Can be read farther than any other  
Interior Illuminated Sign on the market, and

**NOT A LENSE SIGN**

**We Guarantee it for FIVE (5) YEARS**

Beautifully finished, and far superior to any Sign on the market today (with interior illumination). Constructed of Heavy Galvanized Iron, Painted in any colors desired. Comes complete with hanging irons, guy cables, and built under the National Board Rules.

Low cost of maintenance appeals strongly to everyone, especially Druggists, Barbers, Cigar and Confectionery Stores.

Here's new business for you. Write for sketches, prices and our Installment plan, which we have recently adopted. No additional interest charges.

**THE CENTURY ADVERTISING & MANUFACTURING CO.**

Electric Signs of Every Description

**LANCASTER, PENNSYLVANIA**

P. S.—First-class and reputable representatives desired for exclusive territory.

**A Dependable Heating Unit**

Helion is a resistance material capable of withstanding high temperature without deterioration. It has been adapted by us successfully for the heating elements of

**Electric Luminous Toasters — Electric Cigar Lighters**

Price \$3.50



Price \$3.00

and

**Electric Flat Irons**

The Helion Flat Iron has two heats—controlled by the knob under the handle.

The 6-lb. Helion Iron retails for \$8.75 (complete). Guaranteed for five years.

*Send for circulars.*

**Helion Electric Company**  
**Newark, N. J.**



6-lb. Helion Flat Iron

**Larney As A Life Saver***Pulmotor Plus Common Sense Wins Hard Fight*

Read this and shut your eyes, and you see a picture of the central station man in a new role—the undoing of the undertaker. It has been the custom in the past to take the doctor's word for it when the end has come. Hereafter, the central station sales manager will be called in to pass final judgment, and take over the case when the doctor and the nurse give it up.

A recent thrilling experience with the pulmotor is reported by A. Larney, sales manager, for the Minneapolis General Electric Company in a recent issue of the Bylesby Company's *Bulletin*. Here's the story as Mr. Larney tells it himself, with all the dramatic force that comes from having actually lived the incident:

"The most interesting case we have ever handled developed last week," says Mr. Larney, "when our pulmotor was called to the City Hospital where four doctors, three nurses and two of our 'pulmotor squad' applied it unsuccessfully on an ex-city detective who was found unconscious on the street and brought to the hospital in a dying condition. The doctors and hospital attaches are experienced in handling our pulmotor by this time, but in this case no progress could be made. So the head nurse



*A. Larney, Sales Mgr. Minneapolis Gen'l Elec. Co., Minneapolis, Minn.*

(who probably had more confidence than was justified under the circumstances) insisted on the doctor 'phoning me and sending a machine immediately to bring me to the hospital. At 12:55 a. m., I received a call and at 1:10 a. m., arrived at the city hospital.

"In all extreme cases of this kind we usually resort to practices not at all covered in the pulmotor instruction book, so I endeavored to locate the trouble with the patient, knowing the machine was 'O.K.' In probing around the patient's jaw and inserting my fingers in his throat searching for obstructions, I noticed that he winced as if enduring intense pain. On discovering this, I applied the inhaler over the mouth (not pulmotor mask) and forced my fingers down the throat, again manipulating the jaws so that the patient would be punished, producing this pain which caused him to gasp, inhaling the oxygen in the bag, and, by repeating this four or five times, we got enough oxygen into his lungs to last ten or fifteen minutes.

"Meanwhile the hospital authorities had 'phoned his family advising them he was dying and had but a very short time to live. On further investigation, I discovered this pain was caused by a dislocation and slight fracture of the jaw, to which I called the attention of the physicians, but they informed me no operation could be performed

**HOLOPHANE-REALITE**

To the aggressive electrical man the HOLOPHANE-REALITE offers the greatest opportunity for profit, and the surest means for making an effective appeal for the lighting of the better class of retail and department stores of any lighting unit since the development of Holophane High Efficiency Reflectors.

Reasons? Here they are:

**The Holophane-Realite is**

1. Beautiful in design.
2. Adaptable to the best fixture construction.
3. Furnished complete with a plain but sturdy fixture, if desired.
4. The most efficient enclosing unit known.
5. Capable of replacing arc lamps with a large saving in current and increase in illumination.

*Complete Data on the Holophane-Realite is given in Bulletin No. 105. This Bulletin is yours for the asking.*

**HOLOPHANE WORKS**  
OF GENERAL ELECTRIC COMPANY

CLEVELAND, OHIO

New York

Boston

Philadelphia

Chicago

San Francisco

Holophane Co., Limited, Toronto, Canada

until breathing was restored. Finally, by manipulating the jaws of the patient for some time, I succeeded in getting my fingers under the inside of the injured jaw in such a manner that I could apply the pulmotor and obtain partial action. In this cramped position, I held the mask on the patient for three hours, at the end of which time I expressed the belief that in ten minutes the patient would revive, for there is an indescribable feeling in your hands when handling a patient that gives you some advance notice of their recovery. Within

ten minutes of this time our patient was revived and talking as much as the badly swollen tongue would permit.

"Omitting entirely any personal references, it would be extremely gratifying to anyone identified with the H. M. Byllesby & Company to hear professional doctors and nurses singing our praises after we had restored a patient whom they had completely given up."

Here is just another evidence that the pulmotor affords the central station a wonderful opportunity for beneficial publicity.

# Packard

## TRANSFORMERS

Have been leaders since pioneer days

and

## PACKARD INSULATION

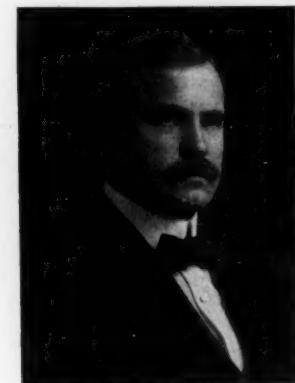
Including Insulating Cloth, Tapes and Varnishes  
Explains Why They Lead.

Our circulars give other reasons.

THE PACKARD ELECTRIC CO., 342 Dana Ave., Warren, Ohio



**Independent Foundry Company**  
Portland, Oregon



J. M. Wakeman

L. A. Osborne, J. R. Crouse, B. M. Downs, W. A. Layman, W. E. Robertson, W. W. Low, Gerard Swope, F. S. Price, Roger Scudder, Ernest Freeman, E. McCleary, P. N. Thorpe, J. R. Strong, G. M. Sanborn.

The funds which have been advanced by the organization committee to carry out the organization work of the society were turned over, together with all records of the meetings of the organization committee, to the society. Officers of the society were elected as follows: President, Henry L. Doherty; vice-presidents, Ernest Freeman, A. W. Burchard, W. H. Johnson, J. R. Crouse, W. E. Robertson.

L. A. Osborne, Gerard Swope and J. R. Strong will constitute, with the above, the executive committee on which will devolve



Philip S. Dodd.

the heavy responsibility of the future organization work of the society.

J. M. Wakeman and Philip S. Dodd, two men of wide acquaintance in the electrical industry, and well versed in the publicity problems, such as are involved in the present movement in behalf of electrical development, were appointed respectively general manager and secretary-treasurer.

The society will devote its energies to every line of effort that will make for the wider development of the industry at large, and to broad-gauge work to increase in

every way the consumption of current, especially for light, heat and power. Back of all these development plans is the well established fact that the time has come when it is not only possible, but practical, for the five directly interested branches of the industry—manufacturers, jobbers, contractors, dealers and central stations—to co-operate in developing the entire business for the mutual good of all. No one section of the industry could produce results equal to the co-operative efforts of all.

#### Society for Electrical Development Meets in March

An important meeting of the Society for Electrical Development will be held March 4 and 5 in the Engineering Societies Building, 29 West 39th street, New York City, to which the entire electrical fraternity, general magazine men, and representatives of advertising agencies are invited. The object of the meeting is to obtain, from as many angles as possible, ideas on the tentative plans that will be proposed. The program will include papers from Henry L. Doherty, Joseph B. McCall, Dr. Talcott Williams, Thomas C. Martin, F. H. Gale, R. P. Bolton, George Harvey, W. D. McJunkin, J. M. Wakeman, and others.

#### New Type of Flasher

The Reco Cabinet Type Flasher, manufactured by the Reynolds Electric Manufacturing Company of Chicago, is said to involve an entirely new principle in Flasher construction, in that its only moving current-carrying member is the feeder brush. Since the contacts are stationary, wear and liability to trouble are reduced to a minimum. By this method, an unusually "quick break and make" is obtained, and loads up to ten amperes per contact are handled with little or no arc.

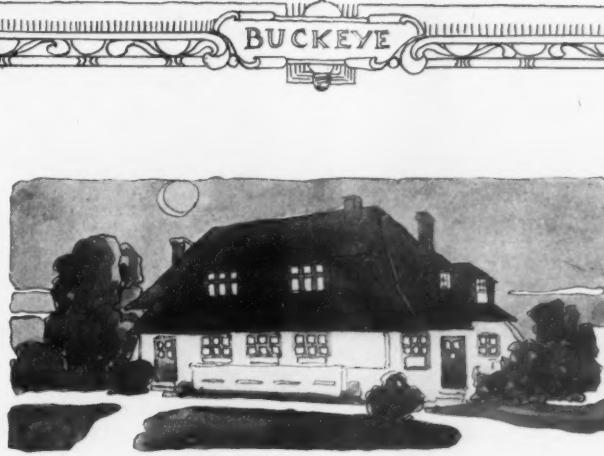
The Reco Flasher is incased in a neat and compact castiron cabinet, and may be installed either indoors or outdoors, flashing one to four circuits. All connections, including motor connection, are made, and in connecting the cabinet type to the service it is only necessary to run mains to various binding posts. The castiron housing of the device is weatherproof, and meets all rules of underwriter and fire inspector. The size of the flasher is such as to permit installation in the smallest places. Reco Cabinet Flashers would seem to open a new field in this type of business, since in addition to their other advantages they are easy and cheap to install.

#### The New Century Sign

The Century Advertising & Manufacturing Co., of Lancaster, Pa., has invented an electric sign for which big things are claimed. It is designed for indoor service and involves a new principle in the lighting devices installed in the sign. The sign is patented by the Century Company, and it is claimed that it will be distinctly readable at a greater distance than any other interior illuminated sign ever placed on the market, and at cost for maintenance.

The Century Advertising & Manufacturing Co. is putting the new sign on the market under a five-year guarantee covering material and workmanship, and say that it should last a lifetime.

To illustrate the economy of this new form of sign illumination, it is said that a Century sign reading "DRUGS, BARBER or CIGARS," in 14-inch letters, double face, could be perfectly illuminated with 25-watt tungsten lamps at a cost of only one and one-half cents per hour.



### Buckeye Lamps in the Home

THE improving and increasing of residence lighting means profit both to the Central Station and to the Dealer in electrical supplies. The generous policy of co-operative development of The Buckeye Electric Works effectively stimulates this desirable business and gives to each Buckeye Agent and Central Station using Buckeye lamps a commanding position in his local field which no competition can overcome.

### The Buckeye Electric Works

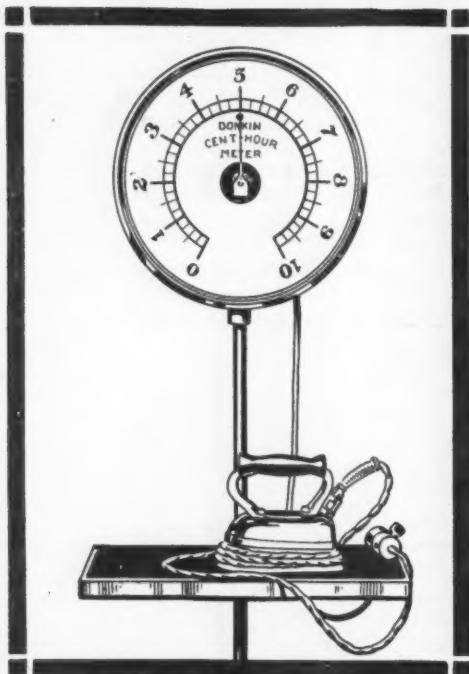
OF GENERAL ELECTRIC CO.

CLEVELAND

CHICAGO

H. E. Wells, Agent, Dallas, Texas

PITTSBURG



## The Donkin Cent-Hour Meter helps You to Make Sales

WHEN the customer asks that inevitable question, "How much will I have to pay for current to operate it?" the one sure method of giving a convincing answer—an answer that will not be disputed—is to connect the device to the Donkin Cent-Hour Meter. There is the price—cents per hour—in plain black and white, and if the figure isn't too high, ten to one the sale will be made.

Connect up other devices—you'll have no trouble holding the customer's attention. It is a splendid way of educating people up to the fact that they can afford a more liberal use of electricity.

Put the Donkin Cent-Hour Meter in the display window. It's sure to attract attention. A two weeks' display will be worth more to you than the price of the meter.

*Send for folder entitled "Teaching People That They Can Afford a More Extensive Use of Electricity."*

**Harbrook Service Company**  
Westinghouse Building  
Pittsburgh, Pa.

### Barton Trap Solves The Problem

Big claims are being made for the Barton Expansion Automatic Steam Trap which is manufactured by the Automatic Steam Trap & Specialty Co. of Detroit, Mich. That this is not mere puffery, however, is shown by the fact that many engineers have said "The Barton solves the trap problem," while users say that this device is all that is being claimed for it. The manufacturers have a large number of testimonials at their disposal to the effect that



this trap greatly improves the customers' service by means of its reliability and features of economy.

The Barton trap is not a modification of older traps, but is constructed upon original scientific principles. It consists of an inner and outer expansion tube. The outlet end of the inner tube bears the valve seat. When the steam enters the inner tube it expands and seats itself against the valve disc, thereby sealing the trap.

When condensation takes place, the inner tube contracts, allowing the water to escape.

**Do You Want Two Lights**

**From One Socket?**

**BENJAMIN PLUG CLUSTER**

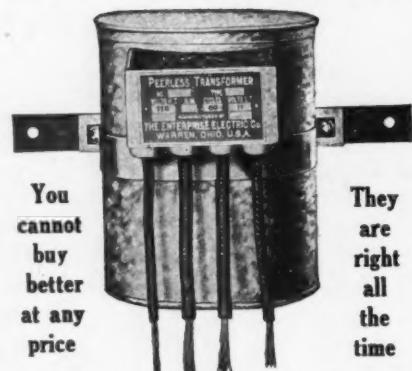
doubles the capacity of your sockets by doing the work of two. You may attach a portable lamp, fan, cigar lighter, motor-run machine, vibrator, etc., and be able to burn your lamp at the same time.

There is no wiring to be done. It simply screws into the socket.

Write for our list of lighting specialties.

**Benjamin Electric Mfg. Co.**  
CHICAGO  
120-128 So. Sangamon St.  
New York San Francisco

## Sign Transformers



No SIGN TRANSFORMER will give you better service or more satisfied customers than

**PEERLESS**

**THE ENTERPRISE ELECTRIC CO.**  
WARREN, OHIO

The outer tube is also an expansion tube, making the Barton a perfect trap for both gravity and vacuum systems. In both instances, it is said to work automatically, regardless of the temperature to which it may be exposed. Thus, the engineer's time is saved, and there is no possibility of trouble arising through neglect.

Another point of merit with respect to the Barton trap is its simplicity of construction. The only wearing parts are the valve sheet and disc. The rest of the trap is practically indestructible. It cannot become air-bound. It is made entirely of metal—the best steel, brass and copper. For these reasons, the company guarantees to replace all worn-out parts free for two years, and makes a further guarantee against any defects in workmanship and material during the life of the trap. A number of traps have been in constant use for six years, it is said, with no need for repairs, or no decrease in working efficiency.

The Barton trap is easily set up and connected. Many central stations operating steam heating systems have found the uniform-heat-distribution and steam-saving qualifications of this device to their liking.

The Automatic Steam Trap & Specialty Co. recently moved from its former location, Cleveland, Ohio, to Detroit, Mich.

### Electric-Driven Wood Saw

Fred W. Walters of Norfolk, Va., has invented a direct-connected motor-driven wood saw that is said to cut a cord of wood, four pieces to the stick, with one kilowatt hour of electricity. This is cheaper than the usual methods of wood sawing by from



A new direct-connected wood saw at work.

twenty-five to fifty per cent, and cheaper than firing a boiler with free fuel.

The motor driving this saw is a Crocker-Wheeler five-horse-power induction motor, direct-connected to the saw, and insulated so that there is no possibility of the operator receiving a shock. The portable stand is built of heavy steel angles, thoroughly braced and riveted. There are no belts and pulleys to be renewed, and the saw and motor run at a continuous speed of 1,800 r. p. m. The equipment includes a fused starting switch, mounted on the side of the motor, so that the operator may start or stop the saw without leaving the machine.

**D. D. Maxwell**

D. D. Maxwell of Milwaukee, Wis., succeeds H. I. Frith resigned, as manager for the properties of the Central Illinois Utilities Company at Watseka, Ill.

**L. A. McArthur**

L. A. McArthur, assistant to General Manager W. L. Davidson of the Pacific Power & Light Company of Portland, Oregon, has been appointed local manager of the company's plant at North Yakima, Washington.

**"Electric Service" A Useful Monthly for Central Stations**

New Bulletin Meets Local Requirements in Practical but Entertaining Way

"Electric Service" is the name of a new monthly bulletin, now available, that is exactly suited to the local requirements of central stations. It is a high-grade sixteen-page publication, written by magazine and newspaper writers of repute, who know how to produce that quality of readability which is so essential to publications of this kind. However, under the careful supervision of experts in commercial electricity the electrical mission of the bulletin—its mission of maximum commercial worth to central stations—is never lost sight of.



"Electric Service" is designed to be sold with any company's name on the cover and in any lot desired. Three pages of advertisements, adaptable to local conditions, will feature each issue. The bulletin will be freely and beautifully illustrated each month by artists whose work is seen in the best magazines.

The first issue of "Electric Service" has a number of bright, entertaining articles on "electric" luncheons, fixtures, modern street lighting, housekeeping, the merchant's employment of current, and other electrical topics, the idea being to cover the field in comprehensive and timely fashion. The commercial purpose of "Electric Service" is not made too evident, but just evident enough. The bulletin is easy to distribute, since it fits into the ordinary business envelope, and is reasonable in price. Samples now may be had by addressing the publishers, The Rae Company, No. 17 Madison Avenue, New York City.

**Thomas F. Kelly**

Thomas F. Kelly has resigned from his connection as contract agent with the Hamilton (Can.) Electric Light & Power Company, Ltd., to assume the position of sales manager for the Dayton Electric Power & Light Company. Mr. Kelly has been associated with the Hamilton Company in various capacities since 1900, and was until recently, president of a Canadian section of the National Electric Light Association, which he was largely instrumental in forming.

At a recent meeting of the employees of the Hamilton Electric Light & Power Company, held under the auspices of the Hamilton section, the occasion took on the nature of a farewell to Mr. Kelly. The retiring president made his farewell address, was presented with a cabinet of silver, while he

in his turn, presented a life-size photograph of himself to the section.

Mr. Kelly was secretary of the Hamilton Ad Club, a member of the Hamilton Board of Trade, of the Publicity Committee of the Hamilton Centennial Association, and of the Commercial Committee of the Canadian Electrical Association. Mr. Kelly is regarded as a specialist in commercial development, and much is expected of him in his new position.

**Pocket Hand Book on Illumination**

The General Electric Company has issued what it terms "A Handbook on Incandescent Lamp Illumination." But it is more than that. It is a *handy* book of ready reference which simplifies all the various problems of incandescent lighting. It includes tables and formulas covering practically every question that may present itself to the central station man, the lamp salesman, the student, and the user of incandescent lamps. This little volume for the vest pocket comprises some 148 pages of most useful information, put up in readable form, and neatly bound in black leather.

A dictionary of terms begins the book, and is followed by general formulas, such as Ohm's laws for direct and alternating currents, information on photometers and photometer methods, etc. There is a chapter on illumination calculations, another on the choice of reflectors, while a carefully compiled table of footcandle intensities, recommended for various classes of service, makes a welcome and valuable addition. A section on reflectors for use with Mazda lamps is very carefully worked out, and illustrated with elaborate diagrams. Another section is devoted to miniature lamps, sign lighting, street lighting and mill lighting and several pages in the book summarize the possibilities in all these forms of illumination.

The final sections of this valuable publication are given over to distribution systems with explanatory formulas and wire tables, rectifier and watt-hour meter discussions, extracts from the National Electrical Code, chapters on storage batteries, transformers, trigonometric function and rules, various mathematical formulas, and finally the index. All in all, there can be no question of the usefulness of this book to every man who has to do with the various phases of the incandescent lamp business.

**Illinois Electrical Contractors Meet**

The midwinter meeting of the Illinois Electrical Contractors' Association was held at Jefferson Hotel, Peoria, January 17 and 18. The feature of the first day was a co-operative session, with talks on the relationship of the central station and supply men to the contractors, and highly interesting illustrated lectures by F. L. Decker on his system of bookkeeping, and by the National X-Ray Reflector Company on "Reflectors and Their Uses." The sessions of the final day were devoted to the business of the association, the convention closing with a banquet and entertainment at the Jefferson Hotel. A sleigh ride for the ladies and a theater party were other features of the occasion on its social side.

**Louisiana Sons of Jove**

The Louisiana Sons of Jove will hold a great rejuvenation at New Orleans on February 1st, with an electrical street parade. The affair will be held in the middle of carnival (Mardi Gras) week.

**Accidents from Poor Shop Lighting**

A new twist to the rapidly spreading idea that poor shop lighting is a losing proposition is given in a recent editorial of *Iron Age*. It reads as follows:

"An analysis of accidents recorded under the British workmen's compensation system shows that something like 25 per cent of the total may be attributed to insufficient lighting of industrial works. The subject is one for very careful consideration. While the total candle-power of lamps in a room may be quite large enough, the illumination may not be well distributed. Special attention should be given the thoroughfares, the experts assert. A place of particular danger is the area just within a building the workman enters from the glare of vivid sunlight. If the lighting is not adequate, the eyes are blinded until they can adjust themselves to the new condition, and the chance of injury by machinery or otherwise is correspondingly increased. One great works has had a committee studying the lighting problem for two years. Many important lessons have been learned, and radical changes have been made in the location of lamps. The desired freedom from obscure places may be obtained usually without a greatly increased cost for illuminant."

**E. Holcomb**

E. Holcomb, manager of the Consumers' Power Company of St. Paul, Minnesota, has been elected president of the Minnesota Electrical Association.

**P. P. Crafts**

P. P. Crafts, formerly general manager of the Iowa & Illinois Railway Co., of Clinton, Ia., has been made assistant to the chairman of the executive committee of interests which control the railway, electric and gas system of several cities in Iowa, Illinois, Michigan, Indiana and Tennessee.

**N. C. Draper**

N. C. Draper, manager of the Sioux Falls Light & Power Company, was recently elected a director of the Commercial Club of Sioux Falls, S. D., receiving the highest vote of any other director elected. At a subsequent meeting of the new directors, Mr. Draper was elected vice-president of the club.

**A. H. Sikes**

A. H. Sikes, sales manager of the Athens Railway & Electric Company, Athens, Ga., has been appointed to the board of directors and chairman of the chamber of commerce of the town. The latter body expects soon to launch an advertising campaign in the interests of the city's commercial growth.

**James A. Fleet**

A leather traveling bag was presented to James A. Fleet, general superintendent of the Cumberland Power & Light Company of Portland, Maine, on the occasion of a farewell banquet, which was tendered in his behalf. Mr. Fleet has resigned from the Portland company and will engage in similar work in the West.

**R. E. Bowen**

R. E. Bowen succeeds Q. W. Hershey, resigned, as manager for the Avon Electric Company, Lima-Honeoye Light & Railroad Company, Livonia Light & Heat Company, Livingston-Niagara Power Company, and the Corporations Service Company. Mr. Bowen has been industrial engineer of the Livingston-Niagara Power Company of Avon, N. Y., for some time.

*We received a letter the other day from Mr. A. V. Wainright, General Manager of the Central New York Gas and Electric Company. He operates central stations in eight cities "up state," and he buys ELECTRICAL PROGRESS right along. He told us that he had just been asking his various superintendents what ELECTRICAL PROGRESS had accomplished for them.*

They told him that they had actually traced *new customers gained* through the distribution of the Residence Lighting Number last November.

They told him that the Christmas Gift Number had actually brought people into their offices asking to see appliances that they had never considered until ELECTRICAL PROGRESS had aroused their interest.

"They are unanimous," writes Wainright, "in their opinion that we should continue to cover such issues as apply to our situation."

What we tell you about ELECTRICAL PROGRESS is not theory. Over half a million copies have been bought by central stations and distributed to selected prospects and customers.

A NEW STORE LIGHTING NUMBER OF ELECTRICAL PROGRESS IS READY NOW. Send it to every man who keeps a store within reach of your lines. It will sell Signs, Window Lighting and Interior Lighting for you.

If you have not seen a copy say so on a post card.

## THE RAE COMPANY

17 Madison Avenue

New York City

### New Booklet on Illuminating Glassware

Those in search of the latest tendencies in illuminating glassware will find much of suggestive value in a booklet recently issued by the Holophane Works of General Electric Company, entitled "1913 Suggestions in Illuminating Glassware."

The list includes some 75 recent additions to the Fostoria lines of artistic glassware. The new styles cover a wide range of application:—hexagonal shades with cut or etched designs for shower fixtures, artistically designed globes for hanging units, Veluria portable lamps for the home, ice-etched shades in novel and popular designs for chandeliers or wall brackets, and Veluria hanging bowls for semi-indirect lighting.

The elegance, simplicity and grace of form of these Fostoria Products have been skillfully developed to conform to the most advanced tendency in lighting glassware, and to satisfy the most critical of architects and fixture dealers.

#### H. R. Kingman

H. R. Kingman, manager of the North Yakima (Wash.) plants of the Pacific Power & Light Company, has removed to Texas, where he will act as manager of a number of plants recently acquired by the American Light & Power Company of New York.

#### Thomas Woulfe

Thomas Woulfe has resigned his position as manager of the properties of the Illinois Northern Utilities Company at Sterling, Ill., to take the berth of superintendent of power for the Marion, Bluffton & Eastern Railway at Indianapolis, Ind.

#### C. S. Morgan

C. S. Morgan, former manager of the new-business department of the Plattsburg (N. Y.) Gas & Electric Co., has been awarded the general managership of the Lincoln (Ill.) Gas Co., succeeding Mr. H. S. Bramwell, resigned.

### POSITIONS OR MEN WANTED

*The rate for "Positions or Men Wanted" advertisements of forty words or less is one dollar an insertion; additional words, one cent each; payable in advance. Remittances and copy should reach this office not later than the 15th of each month for the next succeeding issue.*

*Replies may be sent in care of Electrical Merchandise, 17 Madison Avenue, New York City.*

A Central Station Sales Manager with successful experience is available. Has made good in special campaigns and month by month gains. Ready for a new opportunity. Write to S. M., Electrical Merchandise, 17 Madison Ave., New York City, N. Y.

 **WANTED**  
Salesmen — Central Station Solicitors

To become Illuminating Engineers by our special system—taught by mail.

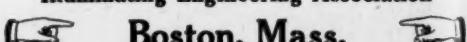
Why work for seventy-five dollars, when hundreds of Illuminating Engineers are making one hundred and fifty dollars a month?

What is your salary, Mister Man?

Our Association is composed of Illuminating Engineers who are past graduates of the General Electric and Westinghouse Illuminating Engineering Schools.

Write today for our Special January terms. Certificates awarded to those who graduate. Technical knowledge not necessary.

Illuminating Engineering Association

 Boston, Mass.

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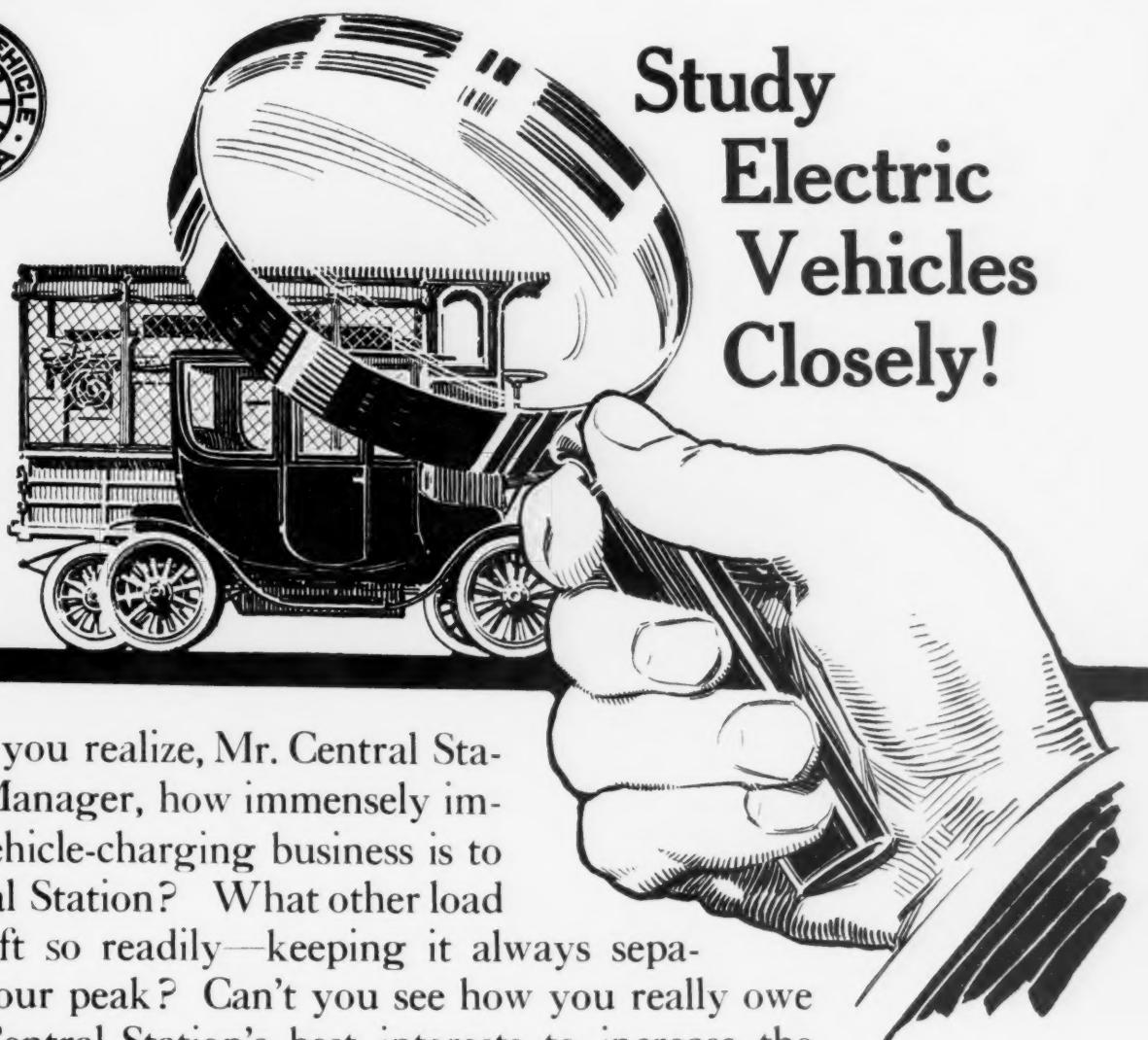
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## Study Electric Vehicles Closely!

**D**ON'T you realize, Mr. Central Station Manager, how immensely important a vehicle-charging business is to your Central Station? What other load can you shift so readily—keeping it always separate from your peak? Can't you see how you really owe it to your Central Station's best interests to increase the use of Electric Vehicles—both pleasure and commercial?

The Electric Vehicle is the greatest aid to the Central Station industry since the advent of the electric motor. And, best of all, Electric Vehicles can be charged during valley load hours, when ordinary current consumption is at low ebb.

No matter what the size of your Central Station—small or large—Electric Vehicle battery-charging will help you. It does more than increase your revenue. It improves your load factor—stops waste and depreciation—pushes efficiency to the highest notch.

### We Want Your Help It Will Pay You To Assist Us

We are spending thousands of dollars to popularize the Electric Vehicle. We are compelling an interest in, and creating a well-deserved market for, Electric Vehicles of every description in all parts of the country. Think of the advantages of linking this

nation-wide publicity to your local requirements. Then decide whether it will not pay you to learn how we can help you. Make it a point to get in touch with us today.

**ELECTRIC VEHICLE ASSOCIATION OF AMERICA**  
BOSTON NEW YORK: 124 W. 42nd St. CHICAGO

# VALENTINE ELECTRIC SIGNS

Striking

in

Appearance

Practical

in

Design



## Are Worked on a Central Station Co-operative Plan

It won't cost you a cent to load your wires to the limit with electric sign business if you co-operate with us.

We design and put up the signs— you furnish the current— your customers pay for both. We ask only a fair price for the signs.

Your revenue from lighting the signs will last for years because they will be permanent signs and will produce satisfactory results.

Let us tell you how we have helped other central stations get sign business, one to the extent of 70,000 lamps.

→ Write us to-day ←

## Valentine Electric Sign Co.

Atlantic City, New Jersey